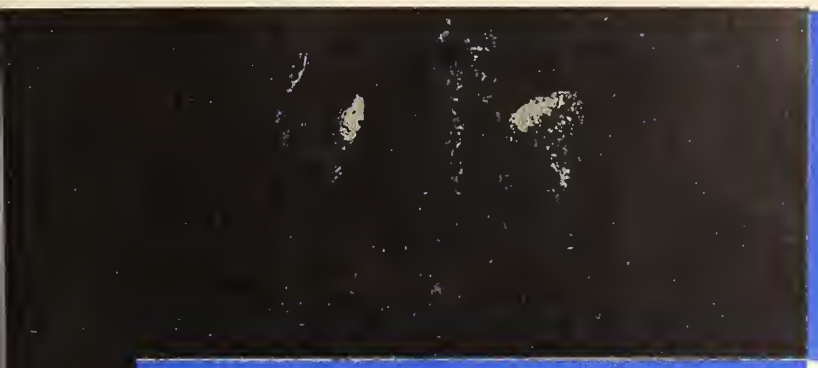
The Cash Box



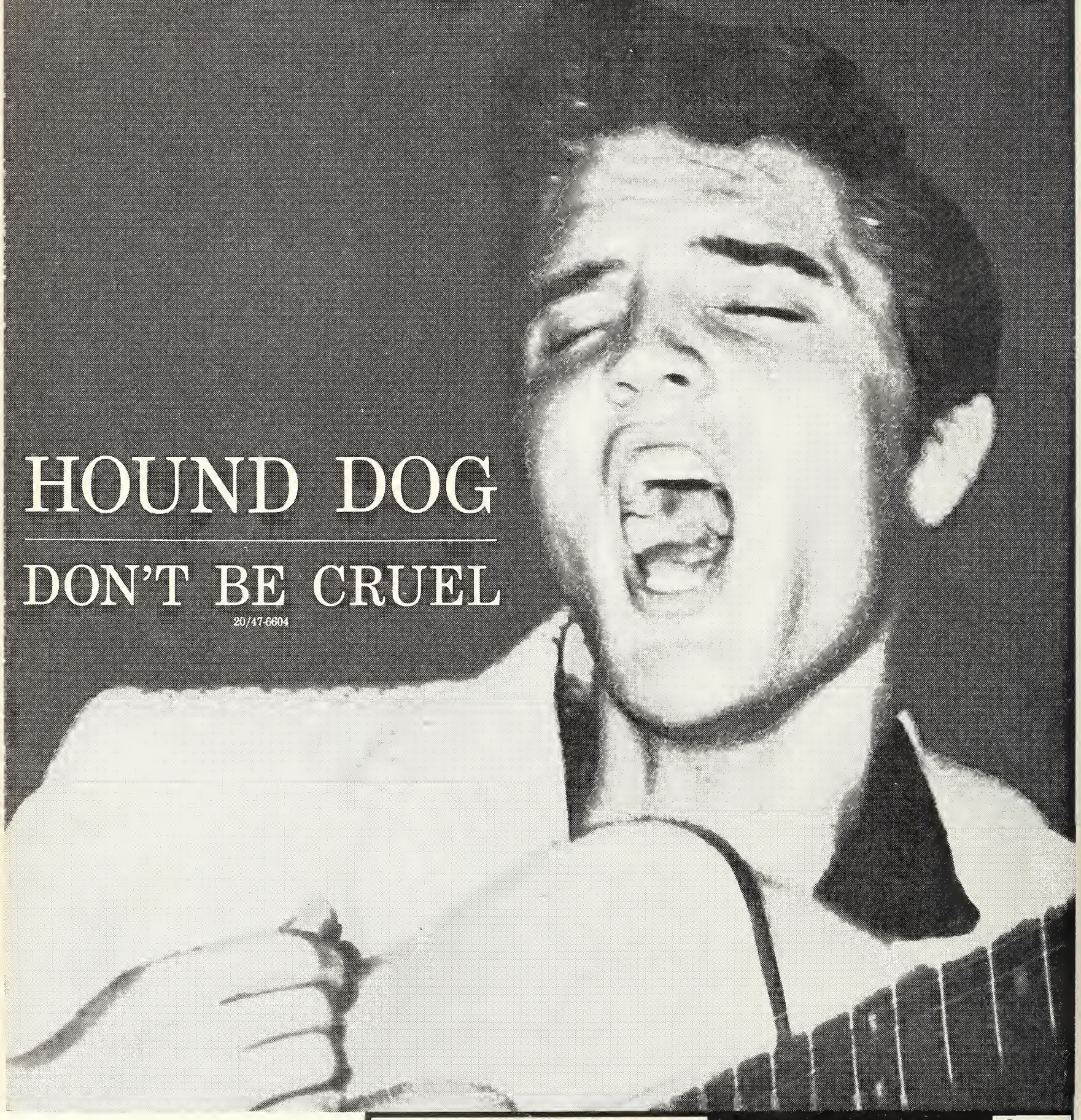
14th

Anniversary

Annual Encyclopedia and Directory

JULY—28th 1956
VOLUME 17 NUMBER 45

HERE HE IS!...The most talked-about singer in show business with the song he exploded on TV!



HOUND DOG

DON'T BE CRUEL

20/47-6604

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR

FOUNDED BY BILL GERSH

The Cash Box

Volume XVII—Number 45 *(14th Anniversary Issue)* July 28, 1956

Publishers

BILL GERSH JOE ORLECK

The Cash Box Publishing Co., Inc.

26 West 47th Street, New York 36, N. Y.

(All Phones: JUdson 6-2640)
Cable Address: CASHBOX, N. Y.
JOE ORLECK

•

CHICAGO OFFICE
32 West Randolph St., Chicago 1, Ill.
(All Phones: DEarborn 2-0045)
BILL GERSH

•

HOLLYWOOD OFFICE
6272 Sunset Blvd., Hollywood, Cal.
(Phone: HOllywood 5-2129)
JACK DEVANEY
Bob Martin

•

BOSTON OFFICE
1765 Commonwealth Ave., Boston 35, Mass.
(Phone: ALgonquin 4-8464)
GUY LIVINGSTON

•

LONDON OFFICE
17 Hilltop, London, N.W., England
(Phone: Speedwell 2596)
MARCEL STELLMAN

•

EXECUTIVE STAFF
BOB AUSTIN, General Mgr., Music Dept.
SID PARNES, Editor-In-Chief
NORMAN ORLECK, Associate Editor
MARTY OSTROW, Associate Editor
IRA HOWARD, Associate Editor
CISSIE GERSH, Woman's Editor
A. MARINO, Office Manager
T. TORTOSA, Circulation
POPSIE, Staff Photographer
BRUNO DUTKOWSKY, Art Director

•

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

THE CASH BOX coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

"THE CASH BOX PRICE LISTS" (a combination of *The Cash Box'* former *'Confidential Price Lists'* and *The Cash Box'* former *'C. M. I. [Coin Machines Industry] Blue Book'*) are the one and only officially recognized price quotations guide for all new and used machines in the United States and all over the world where American made machines are used. *"The Cash Box Price Lists"* are an exclusive and copyrighted feature of *The Cash Box*. *"The Cash Box Price Lists"* are recognized officially by cities and states throughout the country as the "official price book of the coin machines industry." *"The Cash Box Price Lists"* are officially used in the settlement of estates, for buying, selling or trading of all types of coin operated equipment and are also officially recognized for taxation purposes. *"The Cash Box Price Lists"* are used by finance firms, factors, loan companies, bankers, and all other financial institutions to guide them in the making of loans to members of the coin machines industry. *"The Cash Box Price Lists"* have been legally recognized in courts in the United States, Canada, and many foreign countries. Entire business transactions and legal cases are based upon the quotations appearing in *"The Cash Box Price Lists."*

Copyright under the International Copyright Convention. All rights reserved by the Pan American Copyright Convention. Copyright 1956 by The Cash Box Publishing Co., Inc.

July 28, 1956

Dear Friends:

Thank You for fourteen great years.

Bill Gersh
Joe Orleck

CO-PUBLISHERS OF
THE CASH BOX

THE FOUR LADS



say:

THANKS . . . DJ's

for voting us

No. 1 VOCAL GROUP

in The Cash Box Annual DJ Poll

Happy Convention Time

and

THANKS

NAMM

for your consistent support

●

ANNIVERSARY GREETINGS

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

MONDAY

9 - 10 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Jack Clifton—WCUE—Akron, Ohio
Lou Emm—WHIO—Dayton, Ohio
Hal Peterson—WBSM—New Bedford, Mass.
Kelson Fisher—WSID—Baltimore, Md.
Wally Thornton—KHFS—Vancouver, Wash.

10 - 11 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Hal Peterson—WBSM—New Bedford, Mass.
Dick Dean—WKTQ—Norway-Paris, Me.
George Popkins—WXGI—Richmond, Va.
Jolly Cholly—WWEZ—New Orleans, La.
Kelson Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Curly Kinsey—WGTA—Summerville, Ga.

11 - 12 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Shirm Brodey—Utica College—Utica, N. Y.
Robin Bonneau—WTSV—Claremont, N. H.
Ray Perkins—KIMN—Denver, Colo.
Robert Hanger—WPON—Pontiac, Mich.
Ron Dunn—WCPO—Cincinnati, Ohio
Dick Dean—WKTQ—Norway-Paris, Me.
Arnold Baynard—WTYC—Rock Hill, S. C.
George Popkins—WXGI—Richmond, Va.
Jolly Cholly—WWEZ, New Orleans, La.
Ed Hamilton—KRUS—Roston, La.
Charles Green—WTTM—Trenton, N. J.
Charles Farrar—WGTA—Summerville, Ga.
Armand Hilburger—WRWB—Kissimmee, Fla.

12 - 1 P. M.

James Pausulla—WVDA—Boston, Mass.
Ray Perkins—KIMN—Denver, Colo.
Gene Edwards—WRIT—Milwaukee, Wisc.
Stan Noyes—WTAQ—La Grange, Ill.
Ray Starr—WJAN—Spartanburg, S. C.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Cliff Rodgers—WHKK—Akron, Ohio
Roger Clark—WNOR—Norfolk, Va.
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.
Bill Lowery—WEAS—Atlanta, Ga.

1 - 2 P. M.

James Pausulla—WVDA—Boston, Mass.
Anne Cerami—WVNJ—Newark, N. J.
Sandy Singer—KCRG—Cedar Rapids, Ia.
Gene Edwards—WRIT—Milwaukee, Wisc.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Les Coleman—WJWL—Georgetown, Del.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Wally Thornton—KHFG—Vancouver, Wash.

2 - 3 P. M.

James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Ia.
Lou Barile—WKAL—Rome, N. Y.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Cliff Rodgers—WHKK—Akron, Ohio
Curly Kinsey—WGTA—Summerville, Ga.

3 - 4 P. M.

Jay Perri—WEAN—Arlington, Va.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, O.
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Ia.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Maine
Cliff Rodgers—WHKK—Akron, Ohio
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Maine
Wally Thornton—KHFS—Vancouver, Wash.

4 - 5 P. M.

Ray Golden—KSTN—Stockton, Cal.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Bob Kloss—WKWK—Wheeling, W. Va.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Lucky Hill—KVOH—New York, N. Y.
Lillie Anne—WIRC—Hickory, N. C.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
"Chuck" Johnson—WRIV—Riverhead, N. Y.

5 - 6 P. M.

Bill Wood—KODY—North Platte, Neb.
Ray Golden—KSTN—Stockton, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Dick Dean—WKTQ—Norway-Paris, Me.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Ray Brock—WHBY—Appleton, Wisc.
Jim Winters—WABT—Bangor, Me.
R. Fellows Fuller—WVFA—Newbury, Mass.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Bob Kloss—WKWK—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.

7 - 8 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Martin Block—WABC—New York, N. Y.
Jerry Marshall—WNEW—New York, N. Y.

8 - 9 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Mary Lou Anselm—KVRS—Rock Springs, Wyo.

9 - 10 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Dick Novak—KPOJ—Portland, Ore.
"Pop" Jenkins—WOHO—Todelo, Ohio
Jack Gibson—WOHO—Toledo, Ohio
Mary Lou Anselm—KVRS—Rock Springs, Wyo.
Jay-Jay Johnston—WWPB—Miami, Fla.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

TUESDAY

9 - 10 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Jack Clifton—WCUE—Akron, Ohio
Lou Emm—WHIO—Dayton, Ohio
Hal Peterson—WBSM—New Bedford, Mass.
Kelson Fisher—WSID—Baltimore, Md.
Wally Thornton—KHFS—Vancouver, Wash.

10 - 11 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Hal Peterson—WBSM—New Bedford, Mass.
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ—New Orleans, La.
Kelson Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Curly Kinsey—WGTA—Summerville, Ga.

11 - 12 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Robin Bonneau—WTSV—Claremont, N. H.
Ray Perkins—KIMN—Denver, Colo.
Robert Hanger—WPON—Pontiac, Mich.
Ron Dunn—WCPO—Cincinnati, Ohio
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ, New Orleans, La.
Ed Hamilton—KRUS—Roston, La.
Charles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Charles Farrar—WGTA—Summerville, Ga.
Armand Hilburger—WRWB—Kissimee, Fla.

12 - 1 P. M.

James Pausulla—WVDA—Boston, Mass.
Ray Perkins—KIMN—Denver, Colo.
Gene Edwards—WRIT—Milwaukee, Wisc.
Stan Noyes—WTAQ—La Grange, Ill.
Ray Starr—WJAN—Spartanburg, S. C.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.
Bill Lowery—WEAS—Atlanta, Ga.

1 - 2 P. M.

James Pausulla—WVDA—Boston, Mass.
Anne Cerami—WVNJ—Newark, N. J.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Les Coleman—WJWL—Georgetown, Del.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Wally Thornton—KHFS—Vancouver, Wash.

2 - 3 P. M.

James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Lou Barile—WKAL—Rome, N. Y.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Cliff Rodgers—WHKK—Akron, Ohio
Mary Dee—WHOD—Pittsburgh, Pa.
Curly Kinsey—WGTA—Summerville, Ga.

3 - 4 P. M.

Jay Perri—WEAN—Arlington, Va.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids—Iowa
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Vic Knight—WXLW—Indianapilis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Cliff Rodgers—WHKK—Akron, Ohio
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
Wally Thornton—KHFS—Vancouver, Wash.

4 - 5 P. M.

Jim Winters—WABT—Bangor, Me.
Ray Golden—KSTN—Stockton, Cal.
Eddie Dillon—WMBS—Uniontown, Pa.
James Pausulla—WVDA—Boston, Mass.
Chuck Johnson—WRIV—Riverhead, N. Y.
"Did" Dwyer—KAMO—Rogers, Ark.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Bob Kloss—WKWK—Wheeling, W. Va.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WXTQ—Norway-Paris, Me.
Lucky Hill—KVOH—New York, N. Y.
Lillie Anne—WIRC—Hickory, N. C.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.

5 - 6 P. M.

Bill Wood—KODY—North Platte, Neb.
Ray Golden—KSTN—Stockton, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Dick Dean—WKTQ—Norway-Paris, Me.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Ray Brock—WHBY—Appleton, Wisc.
Jim Winters—WABT—Bangor, Me.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Bob Kloss—WKWK—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.

7 - 8 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.
Jerry Marshall—WNEW—New York, N. Y.
Martin Block—WABC—New York, N. Y.

8 - 9 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.

9 - 10 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Dick Novak—KPON—Portland, Ore.
"Pop" Jenkins—WOHO—Todelo, Ohio
Jack Gibson—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.
Jay-Jay Johnston—WWPB—Miami, Fla.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

WEDNESDAY

9 - 10 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Jack Clifton—WCUE—Akron, Ohio
Lou Emm—WHIO—Dayton, Ohio
Hal Peterson—WBSM—New Bedford, Mass.
Kelson Fisher—WSID—Baltimore, Md.
Wally Thornton—KHFS—Vancouver, Wash.

10 - 11 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Hal Peterson—WBSM—New Bedford, Mass.
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ—New Orleans, La.
Kelson Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Curly Kinsey—WGTA—Summerville, Ga.

11 - 12 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Shirm Brodey—Utica College—Utica, N. Y.
Robin Bonneau—WTSV—Claremont, N. H.
Ray Perkins—KIMN—Denver, Colo.
Robert Hanger—WPON—Pontiac, Mich.
Ron Dunn—WCPO—Cincinnati, Ohio
Dick Dean—WKTQ—Norway-Paris, Me.
Arnold Baynard—WTYC—Rock Hill, S. C.
Jolly Cholly—WWEZ, New Orleans, La.
Ed Hamilton—KRUS—Roston, La.
Chorles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Charles Farrar—WGTA—Summerville, Ga.
Armand Hilburger—WRWB—Kissimee, Fla.

12 - 1 P. M.

Jomes Pausulla—WVDA—Boston, Mass.
Ray Perkins—KIMN—Denver, Colo.
Gene Edwards—WRIT—Milwaukee, Wisc.
Stan Noyes—WTAQ—La Grange, Ill.
Roy Starr—WJAN—Spartanburg, S. C.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Cliff Rodgers—WHKK—Akron, Ohio
Roger Clark—WNOR—Norfolk, Va.
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.
Bill Lowery—WEAS—Atlanta, Ga.

1 - 2 P. M.

James Pausulla—WVDA—Boston, Mass.
Anne Cerami—WVNJ—Newark, N. J.
Sondy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Les Coleman—WJWL—Georgetown, Del.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Wolly Thornton—KHFS—Vancouver, Wash.

2 - 3 P. M.

James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Ray Perkins—KIMN—Denver, Calo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Lou Barile—WKAL—Rome, N. Y.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Cliff Rodgers—WHKK—Akron, Ohio
Curly Kinsey—WGTA—Summerville, Ga.

3 - 4 P. M.

Jay Perri—WEAN—Arlington, Va.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids—Iowa
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Cliff Rodgers—WHKK—Akron, Ohio
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
Wally Thornton—KHFS—Vancouver, Wash.

4 - 5 P. M.

Ray Golden—KSTN—Stockton, Cal.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Bob Kloss—WKWK—Wheeling, W. Va.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Lucky Hill—KVOH—New York, N. Y.
Lillie Anne—WIRC—Hickory, N. C.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
"Chuck" Johnson—WRIV—Riverhead, N. Y.

5 - 6 P. M.

Bill Wood—KODY—North Platte, Neb.
Ray Golden—KSTN—Stockton, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE-TV—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Batan Rouge, La.
Dick Dean—WKTQ—Norway-Paris, Me.
Gene Parenzan—WISL—Shamokin, Pa.
Chuck Nichols—KSOP—Salt Lake City, Utoh
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Ray Brock—WHBY—Appleton, Wisc.
Jim Winters—WABT—Bangor, Me.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Bob Kloss—WKWK—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.

7 - 8 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Dick Weeks—KTAC—Tacoma, Wash.
Craig Bowers—WYBC—New Haven, Conn.
Dave Estes—KWTO—Springfield, Mo.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.
Martin Block—WABC—New York, N. Y.
Jerry Marshall—WNEW—New York, N. Y.

8 - 9 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Dan Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Craig Bowers—WYBC—New Haven, Conn.
Dave Estes—KWTO—Springfield, Mo.
Dan Spier—WLAV—Laurel, Miss.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.

9 - 10 P. M.

Dan Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Dick Novak—KPOJ—Portland, Ore.
"Pop" Jenkins—WOHO—Toledo, Ohio
Jack Gibson—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.
Jay-Jay Johnston—WWPB—Miami, Fla.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

THURSDAY

9 - 10 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Jack Clifton—WCUE—Akron, Ohio
Lou Emm—WHIO—Dayton, Ohio
Hal Peterson—WBSM—New Bedford, Mass.
Kelson Fisher—WSID—Baltimore, Md.
Wally Thornton—KHFS—Vancouver, Wash.

10 - 11 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Hal Peterson—WBSM—New Bedford, Mass.
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ—New Orleans, La.
Kelson Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Curly Kinsey—WGTA—Summerville, Ga.

11 - 12 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Robin Bonneau—WTSV—Claremont, N. H.
Ray Perkins—KIMN—Denver, Colo.
Robert Hanger—WPON—Pontiac, Mich.
Ron Dunn—WCPO—Cincinnati, Ohio
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ, New Orleans, La.
Ed Hamilton—KRUS—Roston, La.
Charles Green—WTTM—Trenton, N. J.
Ira Cook—KMPC—Hollywood, Cal.
Charles Farrar—WGTA—Summerville, Ga.
Armand Hilburger—WRWB—Kissimee, Fla.

12 - 1 P. M.

James Pausulla—WVDA—Boston, Mass.
Ray Perkins—KIMN—Denver, Colo.
Gene Edwards—WRIT—Milwaukee, Wisc.
Stan Noyes—WTAQ—La Grange, Ill.
Ray Starr—WJAN—Spartanburg, S. C.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.
Bill Lowery—WEAS—Atlanta, Ga.

1 - 2 P. M.

James Pausulla—WVDA—Boston, Mass.
Anne Cerami—WVNJ—Newark, N. J.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Les Coleman—WJWL—Georgetown, Del.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Wally Thornton—KHFS—Vancouver, Wash.

2 - 3 P. M.

James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Lou Barile—WKAL—Rome, N. Y.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Cliff Rodgers—WHKK—Akron, Ohio
Curly Kinsey—WGTA—Summerville, Ga.

3 - 4 P. M.

Jay Perri—WEAN—Arlington, Va.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Sid Dickler—WNCC—Barnesboro, Pa.
Frank Fellmer—WMTR—Morristown, N. J.
Lou Emm—WHIO—Dayton, Ohio
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Ia.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Cliff Rodgers—WHKK—Akron, Ohio
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
Wally Thornton—KHFS—Vancouver, Wash.

4 - 5 P. M.

Ray Golden—KSTN—Stockton, Cal.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Sid Dickler—WNCC—Barnesboro, Pa.
Frank Fellmer—WMTR—Morristown, N. J.
Lou Emm—WHIO—Dayton, Ohio
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Bob Kloss—WKWK—Wheeling, W. Va.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Lucky Hill—KVOH—New York, N. Y.
Lillie Anne—WIRC—Hickory, N. C.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
"Chuck" Johnson—WRIV—Riverhead, N. Y.

5 - 6 P. M.

Bill Wood—KODY—North Platte, Neb.
Ray Golden—KSTN—Stockton, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Dick Dean—WKTQ—Norway-Paris, Me.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Ray Brock—WHBY—Appleton, Wisc.
Jim Winters—WABT—Bangor, Me.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Bob Kloss—WKWK—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.

7 - 8 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.
Jerry Marshall—WNEW—New York, N. Y.
Martin Block—WABC—New York, N. Y.

8 - 9 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Boyce Wilkerson—KCLA—Pine Bluff, Ark.
Joseph Russ—WEVE—Eveleth, Minn.

9 - 10 P. M.

Boyce Wilkerson—KCLA—Pine Bluff, Ark.
Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Dick Novak—KPOJ—Portland, Ore.
"Pop" Jenkins—WOHO—Todelo, Ohio
Ramon Bruce—WAAT—Newark, N. J.
Jack Gibson—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.
Jay-Jay Johnston—WWPB—Miami, Fla.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

FRIDAY

9 - 10 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Ed Martin—WHEC—Rochester, N. Y.
Jack Clifton—WCUE—Akron, Ohio
Lou Emm—WHIO—Dayton, Ohio
Hal Peterson—WBSM—New Bedford, Mass.
Kelson Fisher—WSID—Baltimore, Md.
Wally Thornton—KHFS—Vancouver, Wash.

10 - 11 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Hal Peterson—WBSM—New Bedford, Mass.
Dick Dean—WKTQ—Norway-Paris, Me.
Jolly Cholly—WWEZ—New Orleans, La.
Kelson Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Curly Kinsey—WGTA—Summerville, Ga.

11 - 12 A. M.

Reed Farrell—WAIT—Chicago, Ill.
Shirm Brodey—Utica College—Utica, N. Y.
Robin Bonneau—WTSV—Claremont, N. H.
Ray Perkins—KIMN—Denver, Colo.
Robert Hanger—WPON—Pontiac, Mich.
Ron Dunn—WCPO—Cincinnati, Ohio
Dick Dean—WKTQ—Norway-Paris, Me.
Arnold Baynard—WTYC—Rock Hill, S. C.
Jolly Cholly—WWEZ, New Orleans, La.
Ed Hamilton—KRUS—Roston, La.
Charles Green—WTTM—Trenton, N. J.
Charles Farrar—WGTA—Summerville, Ga.
Armand Hilburger—WRWB—Kissimee, Fla.

12 - 1 P. M.

James Pausulla—WVDA—Boston, Mass.
Ray Perkins—KIMN—Denver, Colo.
Gene Edwards—WRIT—Milwaukee, Wisc.
Stan Noyes—WTAQ—La Grange, Ill.
Ray Starr—WJAN—Spartanburg, S. C.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Cliff Rodgers—WHKK—Akron, Ohio
Roger Clark—WNOR—Norfolk, Va.
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.
Bill Lowery—WEAS—Atlanta, Ga.

1 - 2 P. M.

James Pausulla—WVDA—Boston, Mass.
Anne Cerami—WVNJ—Newark, N. J.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Les Coleman—WJWL—Georgetown, Del.
Cliff Rodgers—WHKK—Akron, Ohio
Steve Bentivegna—WORK—York, Pa.
Wally Thornton—KHFS—Vancouver, Wash.

2 - 3 P. M.

James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Lou Barile—WKAL—Rome, N. Y.
Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Cliff Rodgers—WHKK—Akron, Ohio
Curly Kinsey—WGTA—Summerville, Ga.

3 - 4 P. M.

Jay Perri—WEAN—Arlington, Va.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Ray Perkins—KIMN—Denver, Colo.
Lonny Starr—WNEW—New York, N. Y.
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids—Iowa
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Bill Atkins—WLAR—Athens, Tenn.
Cliff Rodgers—WHKK—Akron, Ohio
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
Wally Thornton—KHFS—Vancouver, Wash.

4 - 5 P. M.

Ray Golden—KSTN—Stockton, Cal.
James Pausulla—WVDA—Boston, Mass.
"Did" Dwyer—KAMO—Rogers, Ark.
Bob E. Lloyd—WHEC—Rochester, N. Y.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Sid Dickler—WNCC—Barnesboro, Pa.
Lou Emm—WHIO—Dayton, Ohio
Bob Irving—WMAY-NBC—Springfield, Ill.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Bob Kloss—WKWK—Wheeling, W. Va.
Vic Knight—WXLW—Indianapolis, Ind.
Dick Dean—WKTQ—Norway-Paris, Me.
Alan Owen—WMID—Atlantic City, N. J.
Lucky Hill—KVOH—New York, N. Y.
Lillie Anne—WIRC—Hickory, N. C.
Chuck Nichols—KSOP—Salt Lake City, Utah
Bill Atkins—WLAR—Athens, Tenn.
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Jim Winters—WABT—Bangor, Me.
"Chuck" Johnson—WRIV—Riverhead, N. Y.

5 - 6 P. M.

Bill Wood—KODY—North Platte, Neb.
Ray Golden—KSTN—Stockton, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Lou Dennis—WBRY-CBS—Waterbury, Conn.
Gene Edwards—WRIT—Milwaukee, Wisc.
Al Radka—KFRE-TV—Fresno, Cal.
Lou Barile—WKAL—Rome, N. Y.
Bill Anthony—WLCS—Baton Rouge, La.
Dick Dean—WKTQ—Norway-Paris, Me.
Alan Owen—WMID—Atlantic City, N. J.
Chuck Nichols—KSOP—Salt Loke City, Utoh
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Po.
Ray Brock—WHBY—Appleton, Wisc.
Jim Winters—WABT—Bangor, Me.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Bob Kloss—WKWK—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Solt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.

7 - 8 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Sid Dickler—WNCC—Barnesboro, Pa.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.
Martin Block—WABC—New York, N. Y.
Jerry Marshall—WNEW—New York, N. Y.

8 - 9 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.

9 - 10 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dave Estes—KWTO—Springfield, Mo.
Don Spier—WLAV—Laurel, Miss.
Dick Novak—KPOJ—Portland, Ore.
Mike Lawless—WGTH—Hartford, Conn.
"Pop" Jenkins—WOHO—Toledo, Ohio
Jack Gibson—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.
Jay-Jay Johnston—WWPB—Miami, Fla.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

SATURDAY

9 - 10 A. M.

Stan Allen—WPAC—Patchogue, N. Y.
Robin Bonneau—WTSV—Claremont, N. H.
Hal Peterson—WBSM—New Bedford, Mass.
Lucky Hill, KVOH—New York, N. Y.
Kelton Fisher—WSID—Baltimore, Md.
Jim Winters—WABT—Bangor, Me.
Steve Bentivegna—WORK—York, Pa.

10 - 11 A. M.

Stan Allen—WPAC—Patchogue, N. Y.
Nappie Hawkins—WPTX—Lexington Park, Md.
Ernie Wood—KANN—Sinton, Tex.
Hal Peterson—WBSM—New Bedford, Mass.
Tal Hood—WFGM—Fitchburg, Mass.
Vic Knight—WXLW—Indianapolis, Ind.
Jerry Marshall—WNEW—New York, N. Y.
Lucky Hill—KVOH—New York, N. Y.
Jolly Cholly—WWEZ—New Orleans, La.
Kelton Fisher—WSID—Baltimore, Md.
Charles Green—WTTM—Trenton, N. J.
Jim Winters—WABT—Bangor, Me.
Boyce Wilkerson—KCLA—Pine Bluff, Ark.
Frosty Mitchell—KWWL—Waterloo, Iowa
Curly Kinsey—WGTA—Summerville, Ga.
Jerry Marshall—WNEW—New York, N. Y.
Martin Block—WABC—New York, N. Y.

11 - 12 A. M.

Stan Allen—WPAC—Patchogue, N. Y.
Nappie Hawkins—WPTX—Lexington Park, Md.
Ernie Wood—KANN—Sinton, Tex.
Robin Bonneau—WTSV—Claremont, N. H.
Tal Hood—WFGM—Fitchburg, Mass.
Jerry Marshall—WNEW—New York, N. Y.
Lucky Hill—KVOH—New York, N. Y.
Jolly Cholly—WWEZ—New Orleans, La.
Charles Green—WTTM—Trenton, N. J.
Jim Winters—WABT—Bangor, Me.
Frosty Mitchell—KWWL—Waterloo, Iowa
Martin Block—WABC—New York, N. Y.
Jerry Marshall—WNEW—New York, N. Y.

12 - 1 P. M.

Vic Knight—WXLW—Indianapolis, Ind.
Lou Millet—WLCS—Baton Rouge, La.
Jolly Cholly—WWEZ—New Orleans, La.
Steve Bentivegna—WORK—York, Pa.
Frank Titus—WWON—Woonsocket, R. I.

1 - 2 P. M.

Anne Cerami—WVNJ—Newark, N. J.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Millet—WLCS—Baton Rouge, La.
Steve Bentivegna—WORK—York, Pa.
Joe Morris—WAGS—Bishopville, S. C.

2 - 3 P. M.

Edward Conley—WHEB—Portsmouth, N. H.
Lonny Starr—WNEW—New York, N. Y.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Lou Millet—WLCS—Baton Rouge, La.
"Tex" Justus—WBNL—Boonville, Ind.
Mary Dee—WHOD—Pittsburgh, Pa.
Joe Morris—WAGS—Bishopville, S. C.

3 - 4 P. M.

Edward Conley—WHEB—Portsmouth, N. H.
Lonny Starr—WNEW—New York, N. Y.
Sandy Singer—KCRG—Cedar Rapids, Ia.
Gene Enwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Norman Hall—Triangle Radio Network—Boonville, Ind.
Eddie Dillon—WMBS—Uniontown, Pa.
Joseph Russ—WEVE—Eveleth, Minn.

4 - 5 P. M.

Edward Conley—WHEB—Portsmouth, N. H.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Norman Hall—Triangle Radio Network—Boonville, Ind.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Joseph Russ—WEVE—Eveleth, Minn.
"Chuck" Johnson—WRIV—Riverhead, N. Y.

5 - 6 P. M.

Gene Edwards—WRIT—Milwaukee, Wisc.
Lou Barile—WKAL—Rome, N. Y.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Dave Bondo—WITV—Miami, Fla.
Jimmie Jones—KPRS—Kansas, Mo.
Eddie Dillon—WMBS—Uniontown, Pa.
Joseph Russ—WEVE—Eveleth, Minn.

6 - 7 P. M.

Don Stewart—KTYL—Mesa, Ariz.
Bob Kloss—WTRF-TV—Wheeling, W. Va.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Dave Bondo—WITV—Miami, Fla.
Bill Clark—WFAR—Farrell, Pa.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.

7 - 8 P. M.

Jay Perri—WEAM—Arlington, Va.
Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Ed Hughes—WICK—Scranton, Pa.
Clarence Kneeland—WICH—Jewett City, Conn.
Jolly Cholly—WWEZ—New Orleans, La.
Chuck Nichols—KSOP—Salt Lake City, Utah
Jacko—WDAS—Philadelphia, Pa.
Bill Atkins—WLAR—Athens, Tenn.
Art Laboe—KPOP—Los Angeles, Cal.
Joseph Russ—WEVE—Eveleth, Minn.

8 - 9 P. M.

Jay Perri—WEAM—Arlington, Va.
Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Dick Weeks—KTAC—Tacoma, Wash.
Ed Hughes—WICK—Scranton, Pa.
Jolly Cholly—WWEZ—New Orleans, La.
"Pop" Jenkins—WOHO—Toledo, Ohio
Bill Clark—WFAR—Farrell, Pa.
Bill Atkins—WLAR—Athens, Tenn.
Joseph Russ—WEVE—Eveleth, Minn.
Bill Lowery—WEAS—Atlanta, Ga.

9 - 10 P. M.

Jay Perri—WEAM—Arlington, Va.
Don Stewart—KTYL—Mesa, Ariz.
Don Mullally—WTWN—St. Johnsbury, Vt.
Jimmy Daniel—WHNC—Henderson, N. C.
Dick Novak—KPOJ—Portland, Ore.
Ed Hughes—WICK—Scranton, Pa.
"Pop" Jenkins—WOHO—Todelo, Ohio
Bill Atkins—WLAR—Athens, Tenn.
Jack Gibson—WOHO—Toledo, Ohio
Joseph Russ—WEVE—Eveleth, Minn.
Jay-Jay Johnston—WWPB—Miami, Fla.
Bill Lowery—WEAS—Atlanta, Ga.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

SUNDAY

10 - 11 P. M.

Jim Munro—KVOH—Morrilton, Arkansas
C. Lewis Dickey—KVLB—Cleveland, Texas
Curley Kinsey—WGTA—Summerville, Ga.

12 - 1 P. M.

Anne Cerami—WVNJ—Newark, N. J.

1 - 2 P. M.

Anne Cerami—WVNJ—Newark, N. J.
Ray Golden—KSTN—Stockton, Cal.
Paul Miller—WCKY—Cincinnati, Ohio
Ken Garland—WPOR—Portland, Maine
Rusty Reynolds—KDOK—Tyler, Texas

2 - 3 P. M.

Lonny Starr—WNEW—N. Y., N. Y.
Joe Murray—WLLY—Richmond, Va.
Lou Barile—WKAL—Rome, N. Y.
Paul Miller—WCKY—Cincinnati, Ohio
Bob Lankford—WJMW—Athens, Ala.
Rusty Reynolds—KDOK—Tyler, Texas

3 - 4 P. M.

Lonny Starr—WNEW—N. Y., N. Y.
Joe Murray—WLLY—Richmond, Va.
Lou Barile—WKAL—Rome, N. Y.
Bob Lankford—WJMW—Athens, Ala.
Hank Goldman—WANN—Annapolis, Md.
Rusty Reynolds—KDOK—Tyler, Texas
Joseph Russ—WEVE—Eveleth, Minn.

4 - 5 P. M.

John Stone—KOCY—Oklahoma City, Oklahoma
Joe Murray—WLLY—Richmond, Va.
Lou Barile—WKAL—Rome, N. Y.
Hank Goldman—WANN—Annapolis, Md.
Jimmy Jones—KPRS—Kansas City, Mo.
Rusty Reynolds—KDOK—Tyler, Texas
Joseph Russ—WEVE—Eveleth, Minn.

5 - 6 P. M.

John Stone—KOCY—Oklahoma City, Oklahoma
Lou Barile—WKAL—Rome, N. Y.
Hank Goldman—WANN—Annapolis, Md.
Jimmy Jones—KPRS—Kansas City, Mo.
Rusty Reynolds—KDOK, Tyler, Texas
Joseph Russ—WEVE—Eveleth, Minn.

6 - 7 P. M.

Ted Crays—KRMD—Shreveport, La.
Craig Bowers—WYBC—New Haven, Conn.
Hank Goldman—WANN—Annapolis, Md.
Rusty Reynolds—KDOK—Tyler, Texas
Joseph Russ—WEVE—Eveleth, Minn.

7 - 8 P. M.

Ted Crays—KRMD—Shreveport, La.
Craig Bowers—WYBC—New Haven, Conn.
Hank Goldman—WANN—Annapolis, Md.
Joseph Russ—WEVE—Eveleth, Minn.

8 - 9 P. M.

Ted Crays—KRMD—Shreveport, La.
Craig Bowers—WYBC—New Haven, Conn.
Hank Goldman—WANN—Annapolis, Md.
Joseph Russ—WEVE—Eveleth, Minn.

9 - 10 P. M.

Ted Crays—KRMD—Shreveport, La.
Joseph Russ—WEVE—Eveleth, Minn.

OTHER HOURS

Jack Lacy—WINS—New York, N. Y.—Monday—Saturday
Bill Wood—KODY—North Platt, Neb.—8—9 A.M. Mon.—Fri.
John Stone—KOCY—Oklahoma City, Oklahoma—10:30 P.M.—1:00 A.M. Daily
Jack Clifton—WCUE—Akron, Ohio—7—9 A.M. Saturday
Paul Kallinger—XERF—Del Rio, Tex.—20 hrs. 5 days a week
Happy Ison—WORZ—Orlando, Fla.—All the time
Harry Gaines—KTAE—Taylor, Tex.—Every day
Don Larkin—WAAT—Newark, N. J.—Every day
Ray Pulley—WFOS—Virginia—Friday, One hour
Jim Wilson—WARL—Arlington, Va.—All shows
Tom Perryman—KSIJ—Gladewater, Tex.
Ed Hamilton—KRUS—Ruston, La.—Weekly 2 hrs.
Chuck Dunaway—WMIL—Milwaukee, Wis.—Every day
Wayne Hannah—WAGG—Franklin, Tenn.—All day
Robin Bonnenu—WTSV—Claremont, N. H.—6:30 A.M.—9:00 A.M. Mon.—Sat.
Don Tibbetts—WGIR—Manchester, N. H.—6—9 A.M.—Mon.—Fri.
Andy L. Anderson—KDSN—Denison, Iowa—2 hrs. Each day—Mon.—Sat.
Dave Sweet—WBSM—New Bedford, Mass.—Mon.—Fri.
Lyn Turner—KVOM—Morrilton, Ark.—Sunday 9:45—10:45 A.M.
Joe Martin—WOW—Omaha, Neb.—7:30—9:30 A.M.
Charlie Trussell—KXEL—Waterloo, Iowa—5:30 A.M.—8; 10—11:30 A.M.
Bill Anthony—WLCS—Baton Rouge, La.—6 A.M.—8 A.M.
Dick Novak—KPOJ—Portland, Oregon—9:30 P.M.—1 A.M.
Vic Knight—WXLW—Indianapolis, Ind:—6—9 A.M. Sat.
Ken Garland—WPOR—Portland, Maine—6—9 A.M.
Jim Christie—XEG—Ft. Worth, Texas—XERB—San Diego, Cal.—11—12, 1 A.M.—2 A.M, 4 A.M.—5 A.M., 10 P.M.—11 P.M., 8 A.M.—9 A.M.
Johnny Hicks—KRLD—Dallas, Texas—Mon., Wed., Fri.—10:30—11:30 P.M.
Bill Mack—KWFT—Wichita Falls, Tex.—10:15—11:30 P.M. Fri.
Carl Stuart—WBOS—Boston, Mass.—7—8 A.M., 4—6 P.M., 11—12 P.M.
Les Coleman—WJWL—Georgetown, Del.—6 A.M.—7 A.M. Mon.—Fri.
Jerome Orr—KELD—El Dorado, Arkansas—10 P.M.—11 P.M. Sat.
Jim Winters—WABT—Bangor, Maine—Mon. Fri. 6—9 A.M.
Ray Moran—KTXL—San Angelo, Tex.—Most shows
Wes Bradley—KRDO—Colorado Springs, Colorado—6 Days a wk.—4½ hrs. a day
Bill Cornelius—WGAO—Gadsden, Ala.—Sun.—Sat.—10 hrs. a day
Ron Turner—WKMI—Kalamazoo, Mich.—Fri.—10 P.M.—12 P.M., Weekdays—10 P.M.—2:30 A.M.
David Dreis—KENT—Shreveport, La.—All the time
Gene Sherman—WTTS—Bloomington, Ind.—Daily—Afternoon Pop show
Russell Gould—WVBR—Ithaca, N. Y.—Weekday afternoons
Al Burton—WORZ—Orlando, Fla.—1—3:30; 10:30—12:00 Mon.—Fri.
Doug Hadley—WANE—Fort Wayne, Ind.—Thruout week
Ross Amukins—WHOS—Decatur, Ala.—7 Days, various hours
Nick Masters—WIKE—Newport, Vermont—2—4 P.M., 8—10 P.M.
Johnny Talley—KEVE—Minneapolis, Minn.—6 days—5 hrs. per day
Larry Lane—WEBK—Tampa, Fla.—Bi-weekly & Saturdays
Gowen Blanchard—WNOX—Knoxville, Tenn.—7—9 Weekdays

RECORD MANUFACTURERS

AA
1697 Broadway
New York, N. Y.

A-440
11 East 36th St.
New York 16, N. Y.

AARDELL
6130 Selma Ave.
Hollywood 28, Calif.

ABC-PARAMOUNT
1501 Broadway
New York, N. Y.

A-BELL
825 West End Ave.
New York, N. Y.

ABBOTT
Box 38
Malibu, Calif.

ABCO
2854 W. Roosevelt
Chicago, Ill.

ACADEMY
210 E. Ohio St.
Chicago 11, Ill.

ACE
Jackson, Miss.

AC'CENT
6533 Hollywood Blvd.
Hollywood, Calif.

ACORN
7771 Cheviot Rd.
Cincinnati 24, Ohio

AD LIB
20-43 19th St.
Long Island City, N. Y.

ALADDIN
5352 W. Pico Blvd.
Los Angeles 19, Calif.

ALLIED
5655 Wilshire Blvd.
Los Angeles, Calif.

AMBASSADOR
2990 W. Pico Blvd.
Los Angeles 6, Calif.

AMBER
7771 Cheviot Road
Cincinnati, Ohio

ANCHOR
268 Fifteenth Ave.
Newark 3, N. J.

APEX
Compo Company Ltd.
Lachine, Que. Canada

APOLLO
457 W. 45 St.
New York, N. Y.

ARAGON
615 W. Hastings St.
Vancouver 2, B. C.

ARNETT
306 S. Wabash Ave.
Chicago 4, Ill.

ATCO
157 W. 57th St.
New York, N. Y.

ATLANTIC
157 W. 57th St.
New York, N. Y.

ATLAS
271 W. 125th St.
New York 27, N. Y.

AVENUE
570 5th Ave.
New York, N. Y.

BALKAN
1425 W. 18th St.
Chicago, Ill.

BALLAD
4741 Leduc
St. Louis, Mo.

BALLY
203 N. Wabash
Chicago 1, Ill.

BARTOK
113 W. 57 St.
New York 19, N. Y.

BATON
108 W. 44 St.
New York 36, N. Y.

B. B. S.
200 S. Juniper St.
Philadelphia, Pa.

BEACON
1619 Broadway
New York, N. Y.

BEE JAY
1486 N. Fair Oaks
Pasadena, Calif.

BELL
630 Fifth Ave.
New York 20, N. Y.

BETHLEHEM
1650 Broadway
New York 19, N. Y.

BIG
1619 Broadway
New York 19, N. Y.

BLUE HEN
Harrington, Del.

BLUE LAKE
32 N. State St.
Chicago, Ill.

BLUE NOTE
767 Lexington Ave.
New York 21, N. Y.

BONNIE
6000 Sunset Blvd.
Hollywood 28, Cal.

BOWERY
P. O. Box 713
Del Mar, Calif.

BRUNSWICK
50 W. 57th St.
New York, N. Y.

BULLSEYE
220 W. 42nd St.
New York, N. Y

CADENCE
40 East 49th St.
New York, N. Y.

CAMDEN
Building 2-8
Camden, N. J.

CAMPUS
1332 S. Flower St.
Los Angeles 15, Calif.

CAPITOL
Hollywood & Vine
Hollywood, Calif.

CARAVAN
141 W. Route 4
Paramus, N. J.

CARDINAL
1221 Baltimore Ave.
Kansas City 6, Mo.

CASH
2610 So. Crenshaw Blvd.
Los Angeles 16, Calif.

CAVALIER
298 Ninth St.
San Francisco 3, Cal.

CHART
1880 Coral Gate Dr.
Miami, Fla.

CHECKER
4750 Cottage Grove Ave.
Chicago, Ill.

CHESS
4750 Cottage Grove
Chicago, Ill.

CLASSIC EDITIONS
206 West 80th St.
New York, N. Y.

CLEF
451 N. Canon Dr.
Beverly Hills, Calif.

COLUMBIA
799 Seventh Ave.
New York, N. Y.

COMBO
1107 El Centro Ave.
Hollywood, Calif.

COMMODORE
136 E. 42 St.
N. Y. C., N. Y.

CONCERT HALL
250 W. 57 St.
N. Y. C., N. Y.

CONTEMPORARY
8481 Melrose Place
Los Angeles 46, Cal.

CORAL
50 W. 57th St.
New York 19, N. Y.

CRAZY
307 W. 110 St.
New York, N. Y.

CREST
1248 S. Berendo St.
Los Angeles, Calif.

CROSS COUNTRY
229 Outwater Lane
Garfield, N. J.

CROWN
9317 W. Washington Blvd.
Culver City, Calif.

CUE
4225 University
Houston, Texas

DANA
315 West 47th St.
New York, N. Y.

DAVIS
1619 Broadway
New York, N. Y.

DAWN
36 West 60th St.
New York, N. Y.

DC
1129 Vermont Ave., N.W.
Washington, D. C.

DECCA
50 West 57th St.
New York, N. Y.

DEED
54 W. Randolph
Chicago 1, Ill.

DELUXE
1540 Brewster Ave.
Cincinnati 7, Ohio

DIAMOND
6446 Santa Monica Blvd.
Hollywood 38, Calif.

DIG
5352 W. Pico Blvd.
Los Angeles, Calif.

DISNEYLAND
2400 W. Alameda St.
Burbank, Cal.

DOLPHIN
575 Madison Ave.
New York, N. Y.

DOOTONE
9512 S. Central Ave.
Los Angeles, Calif.

DOT
Gallatin, Tenn.

DUKE
2809 Erastus St.
Houston 26, Texas

EBONY
417 E. 47
Chicago, Ill.

EKKO
4949 Hollywood Blvd.
Hollywood 27, Calif.

ELEKTRA
361 Bleecker St.
New York, N. Y.

EMARCY
35 E. Wacker Drive
Chicago, Illinois

EMBER
236 W. 55th St.
New York, N. Y.

EMERALD
501 Gettle Bldg.
Fort Wayne, Ind.

EPIC
799 Seventh Ave.
New York, N. Y.

ERA
1481 No. Vine St.
Hollywood, Calif.

ESOTERIC
238 E. 26th St.
New York, N. Y.

EXCELLO
177 3rd Ave. No.
Nashville, Tenn.

FABOR
Box 38
Malibu, Calif.

FANTASY
654 Natoma St.
San Francisco 3, Calif.

FEDERAL
1540 Brewster Ave.
Cincinnati, Ohio

FIESTA
1619 Broadway
New York, N. Y.

FLAIR
9317 W. Washington Blvd.
Culver City, Calif.

FLASH
623 East Vernon Ave.
Los Angeles, Calif.

FOLKWAYS
117 W. 46 St.
N. Y. C., N. Y.

FORECAST
1616 No. Argyle Ave.
Hollywood, Calif.

FORTUNE
11629 Linwood Ave.
Detroit 6, Mich.

FOUR STAR
305 S. Fair Oaks Ave.
Pasadena, Calif.

FRATERNITY
413 Race St.
Cincinnati, Ohio

GATEWAY
3930 Grove Ave.
Cincinnati 23, Ohio

GEE
220 West 42nd St.
New York, N. Y.

GILT EDGE
305 S. Fair Oaks
Pasadena, Calif.

GLORY
2 West 47th St.
New York, N. Y.

GOLDEN
630 Fifth Ave.
New York, N. Y.

GOOD TIME JAZZ
8481 Melrose Place
Los Angeles 46, Calif.

GOTHAM
1626-32 Federal St.
Philadelphia 46, Pa.

GRAND AWARD
8 Kingsland Ave.
Harrison, N. J.

GROOVE
155 East 24th St.
New York 10, N. Y.

GUYDEN
1334 Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

HANSEN
119 W. 57 St.
New York 19, N. Y.

HARMAD
1430 N. McCadden Pl.
Hollywood, Cal.

HAVEN
6139 Kenwood
Chicago, Ill.

HAYDN SOC.
212 E. 49 St.
N. Y. C., N. Y.

HERALD
1697 Broadway
New York, N. Y.

HICKORY
2510 Franklin Road
Nashville 4, Tenn.

HIFI-RECORD
6087 Sunset Blvd.
Hollywood, Calif.

HIP
6000 Sunset Blvd.
Hollywood 28, Cal.

HOLLYWOOD
1248 S. Berendo St.
Los Angeles 6, Calif.

HULL
1595 Broadway
New York, N. Y.

IMPERIAL
6425 Hollywood Blvd.
Los Angeles 28, Calif.

INTRASTATE
P.O. Box 554
Los Gatos, Cal.

IRMA
6000 Sunset Blvd.
Hollywood 28, Cal.

JAGUAR
1650 Broadway
New York 19, N. Y.

JAY-DEE
1619 Broadway
New York, N. Y.

JAY-JAY
2603 W. Augusta Blvd.
Chicago, Ill.

JAZZ AT THE PHILHARMONIC
451 N. Canon Dr.
Beverly Hills, Cal.

J. O. B.
1121 West 59th St.
Chicago 21, Ill.

JOSIE
315 W. 47th St.
New York, N. Y.

JUBILEE
315 W. 47th St.
New York, N. Y.

JUKE BOX
3570 Frankford Ave.
Phila. 34, Pa.

KA-HILL
Des Plaines, Ill.

KAPP
119 W. 57 St.
New York 19, N. Y.

KEM
1107 N. El Centro
Hollywood 38, Calif.

KEY
Box 46128
Hollywood, Calif.

KING
1540 Brewster Ave.
Cincinnati 7, Ohio

KISMET
227 East 14th St.
New York 3, N. Y.

KIT
804 Church St.
Nashville, Tenn.

KRYSLAR
Box 5786 U.A. Branch
Columbus 21, Ohio

LAMP
451 N. Canon Drive
Beverly Hills, Calif.

LATIN AMERICAN
15319 Vaughan
Detroit 23, Mich.

LIN
204 E. California St.
Gainesville, Tex.

LIBERTY
449 So. Beverly Dr.
Beverly Hils, Calif.

LLOYDS
457 West 45th St.
New York, N. Y.

LONDON
539 W. 25th St.
New York 10, N. Y.

MAMBO
1486 N. Fair Oaks
Pasadena 3, Cal.

MARDI GRAS
424 W. 49th St.
New York, N. Y.

MARQUEE
6533 Hollywood Blvd.
Hollywood, Calif.

MARS
151 West 46th St.
New York, N. Y.

MAZE
6064 Hollywood Blvd.
Hollywood, Calif.

MELBA
1674 Broadway
New York, N. Y.

MERCURY
35 E. Wacker Drive
Chicago, Ill.

METEOR
1794 Chelsea Ave.
Memphis, Tenn.

M-G-M
701 Seventh Ave.
New York, N. Y.

MODERN
9317 W. Washington Blvd.
Culver City, Calif.

MONEY
2610 S. Crenshaw Blvd.
Los Angeles, Calif.

MUSIC CITY
1815 Alcatraz Ave.
Berkeley, Calif.

MUSIC MINUS ONE
206 W. 80th St.
New York, N. Y.

NASHBORO
177 3rd Ave. No.
Nashville, Tenn.

NOCTURNE
402 North Ave.
New Rochelle, N. Y.

NORGRAN
451 N. Canon Dr.
Beverly Hills, Calif.

OKEH
799 Seventh Ave.
New York, N. Y.

OLD TOWN
701 7th Ave.
New York, N. Y.

ORIGINAL
110 Bergen Pike
Little Ferry, N. J.

PACIFIC JAZZ
7614 Melrose
Hollywood, Calif.

PARROT
32 N. State St.
Chicago, Ill.

PATIO
520 Royal St.
New Orleans, La.

PEACOCK
2809 Erastus St.
Houston, Tex.

PERIOD MUSIC CO.
884 Tenth Ave.
N. Y. C., N. Y.

PHOENIX
Box 643
Hollywood 28, Calif.

PIC
35 West 53rd St.
New York, N. Y.

PILGRIM
269 Huntington Ave.
Boston, Mass.

POLKALAND
1210 No. 8th St.
Sheboygan, Wis.

POLYMUSIC
204 East 46th St.
New York, N. Y.

PRESIDENT
1619 Broadway
New York, N. Y.

PRESTIGE
446 W. 50th St
New York, N. Y.

PREVUE
32-16 213 St.
Bayside, N. Y.

PYRAMID
1658 Broadway
New York, N. Y.

Q RECORDS
701 7th Ave.
New York, N. Y.

QUALITY
380 Birchmont Rd.
Toronto 13, Ont., Canada.

RAINBOW
767 Tenth Ave.
New York, N. Y.

RAMA
220 W. 42nd St.
New York, N. Y.

RCA VICTOR
155 East 24th St.
New York, N. Y.

REAL
1486 N. Fair Oaks
Pasadena, Calif.

RECORD CORP. OF AMERICA
510 22
Union City, N. J.

RECORD GUILD OF AMERICA
16 West 40th St.
New York, N. Y.

RED ROBIN
301 West 125th St.
New York, N. Y.

REGENT
58 Market St.
Newark, N. J.

REMINGTON
551 Fifth Ave.
N. Y. C., N. Y.

REPUBLIC
P. O. Box 1224
Nashville 2, Tenn.

REQUEST
117 West 48th St.
New York, N. Y.

RIDGEWAY
6087 Sunset Blvd.
Hollywood, Calif.

RIM
226 W. 53rd St.
New York, N. Y.

RIVERSIDE
418 W. 49th St.
New York, N. Y.

RONEL
306 S. Wabash
Chicago, Ill.

RONNEX
1674 Broadway
New York, N. Y.

RPM
9317 W. Washington Blvd.
Culver City, Calif.

SACRED
2829 W. Vernon Ave.
Los Angeles, Calif.

SAGE AND SAND
6563½ Hollywood Blvd.
Hollywood 28, Calif.

SAVOY
58 Market St.
Newark, N. J.

SEECO
39 West 60th St.
New York, N. Y.

SIMS
7502 Denny Ave.
Sun Valley, Calif.

SOUND
1322 Locust St.
Phila., Pa.

SPARK
8567 Melrose Pl.
Hollywood 46, Calif.

SPECIALTY
8508 Sunset Blvd.
Hollywood 46, Calif.

STARDAY
1248 S. Berendo
Los Angeles 6, Calif.

STARLITE
858 No. Vine St.
Hollywood 38, Calif.

STATES
5052 Cottage Grove Ave.
Chicago 15, Ill.

STORYVILLE
285 Huntington Ave.
Boston, Mass.

STRADIVARI
79 Buff Road
Tenafly, N. J.

SUN
706 Union Ave.
Memphis, Tenn.

SWINGTIME
3427 S. San Pedro St.
Los Angeles, Calif.

TAMPA
2628 W. Pico Blvd.
Los Angeles, Calif.

TANNER 'N' TEXAS
1422 W. Poplar
San Antonio, Tex.

TEEN
1322 Locust St.
Phila., Penna.

TEX
151 S. Amsden
Wichita, Kans.

TRUMPET
309 No. Farish
Jackson, Miss.

TUXEDO
132 Nassau St.
New York 38, N. Y.

20th CENTURY
1626-32 Federal St.
Philadelphia 46, Pa.

UNIQUE
1697 Broadway
New York City, N. Y.

UNITED
2029 S. Michigan Ave.
Chicago, Ill.

VALLEY
Box 10033 Kingston Pike
Knoxville, Tenn.

VEE-JAY
2129 S. Michigan Ave.
Chicago, Ill.

VERVE
451 N. Canon Dr.
Beverly Hills, Calif.

VIENNOLA
2060 First Ave.
New York 29, N. Y.

VIK
155 E. 24th St.
New York, N. Y.

VITA
1486 N. Fair Oaks
Pasadena, Calif.

VOX
236 West 55th St.
New York, N. Y.

WALDEN
342 Madison Ave.
N. Y. C., N. Y.

WALDORF MUSIC HALL
565 Fifth Ave.
New York, N. Y.

WALLACE ORIGINAL
100 N. Wood Ave.
Linden, N. J.

WATCO
1674 Broadway
New York 19, N. Y.

WESTMINSTER
275 Seventh Ave.
N. Y. C., N. Y.

WHIPPET
8584 Sunset Blvd.
Hollywood, Calif.

WING
35 E. Wacker Dr.
Chicago I, Ill.

YOUNG PEOPLE'S
100 Sixth Ave.
N. Y. C., N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

ELVIS PRESLEY

STAR OF STAGE, SCREEN, RADIO, RECORDS AND TELEVISION

Thanks a million to everybody, everywhere! You've been wonderful.



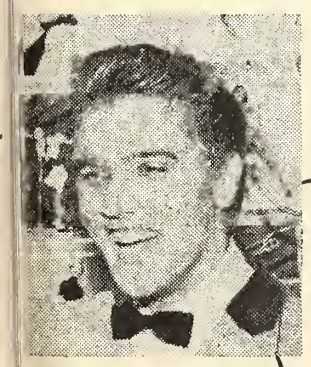
Current Song Rage . . .

"I WANT YOU, I NEED YOU, I LOVE YOU"

b/w

"MY BABY LEFT ME"

RCA Victor 20/47-6540



ELVIS PRESLEY
National Fan Club
Headquarters
Madison, Tenn.

Exclusive RCA Victor recording star

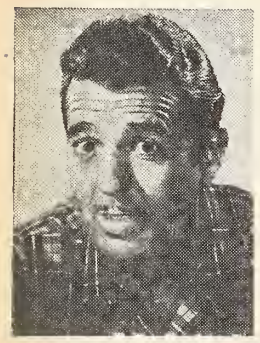
RCA VICTOR

Exclusive Management
COL. THOMAS A. PARKER
P. O. Box 417
MADISON, TENNESSEE

Direction
WILLIAM MORRIS AGENCY, INC.
Attention: Harry Kalcheim
1740 Broadway, New York 19, N. Y.
Telephone: JUdson 6-5100

POP WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD



"SIXTEEN TONS"
★
TENNESSEE ERNIE FORD
★
CAPITOL
★
AMERICAN MUSIC

MOST PROGRAMMED ALBUM



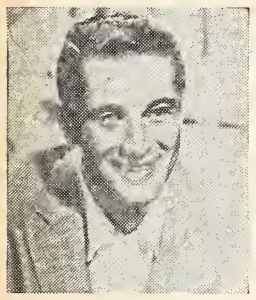
"WEE SMALL HOURS"
★
FRANK SINATRA
★
CAPITOL

MOST PROGRAMMED FEMALE VOCALIST



JAYE P. MORGAN
★
RCA VICTOR

MOST PROGRAMMED MALE VOCALIST



PERRY COMO
★
RCA VICTOR

MOST PROGRAMMED MALE GROUP



FOUR LADS
★
COLUMBIA

MOST PROGRAMMED FEMALE GROUP



McGUIRE SISTERS
★
CORAL

MOST PROGRAMMED STUDIO ORK



LES BAXTER
★
CAPITOL

MOST PROGRAMMED BAND



★
BENNY GOODMAN
★

SMALL INSTRUMENTAL GROUP



BILL HALEY AND HIS COMETS
★
DECCA

UP AND COMING FEMALE VOCALIST



GOGI GRANT
★
ERA

UP AND COMING MALE VOCALIST



PAT BOONE
★
DOT

UP AND COMING VOCAL GROUP



PLATTERS
★
MERCURY

UP AND COMING ORCHESTRA



DICK JACOBS
★
CORAL



Greetings
Music Merchants
of America

Congratulations
to the

Cash Box

for a Happy
14th Anniversary

Johnnie Ray

Watch for new
Columbia Release
in stores Aug. 6th

COLUMBIA RECORDS

Personal Management: BERNIE LANG

Record Reviews

A DISK & SLEEPER — B VERY GOOD — C FAIR
B+ EXCELLENT — C+ GOOD — D MEDIOCRE

THE FOUR ESQUIRES

(Pilgrim 717; 45-717)

B+ "SUMMER VACATION" [Greta BMI—Gold] The Four Esquires, who had a strong seller in "Look Homeward Angel", debut on the Pilgrim label with a top notch rendition of a solid ballad aimed at the teenage market. Good song that combines the winning ingredients of "Moments To Remember" and "Graduation Day". A sleeper to watch.

B "FOLLOW ME" [Greta BMI — Gold] The boys blend beautifully once again on this gorgeous love song which they offer with warmth and tenderness. Dreamy love song that makes the disk a two-sided threat.

ANITA O'DAY

(Verve 2014; z014 x 45)

B "YOU'RE THE TOPS" (2:23) [Harms ASCAP—Porter] Anita O'Day, one of the jazz field's leading female vocalists, comes through with a commercial rendition of a great Cole Porter standard. Swingin' side.

B "WE LAUGHED AT LOVE" (3:09) [Gus Kahn ASCAP—Kahn, Messenheimer, Bourne] A song written many years ago, makes its debut on this pretty Anita O'Day platter. Tender romantic story wonderfully interpreted by the highly polished lark.

DIANE RICHARDS

(Pal 1002; 45-1002)

B "THE STRANGER" (2:31) [ASCAP — Stanford, Allen] A bright future is in store for Diane Richards if subsequent releases are as good as this one. The youngster does a lovely job on a hauntingly tender romantic item. Simple, charming performance. Lark has talent.

C "WHAT I'LL REMEMBER" (2:40) [ASCAP—Paster, Allen] An inviting reminiscent tune effectively handled.

RAY BLOCH ORCH.

(Coral 61668; 9-61668)

B "CANDLELIGHT" (2:48) [Leo Feist ASCAP—Roberts, Miller, Trevor] A lush and beautiful mood item is given a velvety performance by Ray Bloch's orchestra. Soft, romantic, atmospheric material. Great background merchandise for a 'candlelight' setting.

C+ "AU REVOIR" (3:08) [Hollybrook ASCAP—Bloch] Here the maestro drifts thru another dreamy string item from his own pen. Pretty number.

The Cash Box Disk of the Week

"HOUND DOG" (2:15)
[Presley-Lion BMI—Lieber, Stroller]
"DON'T BE CRUEL" (2:03)
[Shalimar-Presley BMI—Blackwell]
ELVIS PRESLEY
(RCA Victor 20/47-6604)



ELVIS PRESLEY

● The amazing Mr. Presley, who has been keeping the record business hopping with his tremendous consecutive smashes "Heartbreak Hotel" and "I Want You, I Need You, I Love You", comes through with what will undoubtedly be his third smash in a row. It's a swinging disk with two hot sides. "Hound Dog" is a real wild revival treatment of a top rhythm and blues smash of a few years ago. Powerhouse deck that cuts along at a torrid pace. "Don't Be Cruel" is another potent jumper on which the "Pres" wails the blues. His vast and loyal legions of fans will flip when they hear this half. Definite double-barreled smash.

"FROM THE CANDY STORE ON THE CORNER TO THE CHAPEL ON THE HILL" (2:22)
[Shapiro-Bernstein ASCAP — Hilliard]
"HAPPINESS STREET"
[Planetary ASCAP—Wolfson, White]
TONY BENNETT
(Columbia 40726; 4-00726)



TONY BENNETT

● Tony Bennett follows his current best seller "Can You Find It In Your Heart" with a big new two-sider that should be hopping onto the charts in the next few weeks. "Happiness Street" has the star singing for joy on a clever up-beat number about a lover's Utopia on "Happiness Street". It's a gay jumper that has the goods. "From The Candy Store On The Corner To The Chapel On The Hill" is a glowingly tender song about two young lovers. Gorgeous melody wed to a heart-rending lyric.

"AFTER THE LIGHTS GO DOWN LOW" (2:30)
[Harvard BMI—White, Lovett]
"I WAS TELLING HER ABOUT YOU" (2:56)
[Planetary ASCAP—Charlap, George]
AL HIBBLER
(Decca 29982; 9-29982)



AL HIBBLER

● A few weeks ago, Decca issued an Al Hibbler album in which the song ace waxed 11 standards and one new song. Altho most of these were great recordings, one, the new tune called "After The Lights Go Down Low", stood out like a sore thumb. Dee jays having been giving the song a tremendous spin and dealers and ops have been clamoring for a single record. And here it is. It's an absolutely sensational slow blues which Al chants superbly. He employs every vocal gimmick that has made him famous, and ends up with a classic waxing. Watch this one take off. Flip "I Was Telling Her About You" is a wonderful new romantic tune penetratingly performed. Lovely coupling.

"HAPPINESS STREET" (2:15)
[Planetary ASCAP — Wolfson, White]
"HAPPINESS IS JUST A THING CALLED JOE" (2:43)
[Leo Feist ASCAP—Arlen]
GEORGIA GIBBS
(Mercury 70920; 70920 x 45)



GEORGIA GIBBS

● "Her Swinging Nibbs", Georgia Gibbs is in top form as she sends out a great new rhythm rocker that'll be making big noise through the Sumer months. It's a real solid jump deck tailor made for the lively lark's singing style. It goes under the moniker "Happiness Street." Top drawer new tune, easy-to-remember and easy to sing along with. Sure contender for top honors. On the lower lid Georgia turns in a masterful job of the favorite standard "Happiness Is Just A Thing Called Joe". Strong performance. Watch the upper half.

FRANK WOJNAROWSKI ORCH.

(Dana 839; 45-839)

C+ "SMOKEY JOE-Polka" [—Dana Publ. Co.—Wojnarowski] Here's a strong polka side that should do well in Polish territories. A melodic, free-swinging novelty featuring a Polish vocal.

C+ "HAPPY GIRL-Oberek" [Dana Publ. Co.—Wojnarowski] A colorful oberek is delightfully executed on this end. Side also has a Polish vocal.

THE TRENIERS

(Vik 0214; 4X-0214)

B "SORRENTO" (2:42) [E. B. Marks BMI—De Curtis] The Treniers, familiar for their zany disk antics, offer a wild rendition of the great favorite. The first half of the disk is comparatively sane, but on the second half the boys pull out all the stops. Trenier fans oughta get a kick out of this one.

C+ "LOVER COME BACK TO ME" (2:37) [Harms ASCAP—Hammerstein, Romberg] Here the crew flits through a swinging version of another standard. Good dance deck the teenagers should enjoy.

LOUISE TOBIN

(MGM 12294; K12294)

B "I THOUGHT ABOUT YOU" (2:50) [Burke & Van Heusen ASCAP — Van Heusen, Mercer] Louise Tobin makes her debut on MGM with a class rendition of a top drawer standard. Pretty piece of material that should be getting a healthy spin from jockeys.

C+ "GOODNIGHT, MY LOVE" (2:39) [Robbins ASCAP—Gordon, Revel] The tempo is upped a bit on this end for the lark's easy-going interpretation of a pretty romancer.

THE KOSSOL SISTERS

(Epic 9174; 5-9174)

B "THIRD MONKEY" (2:35) [E. B. Marks BMI—Ebb, Klein] It's tough to find a good female vocal group, but Epic has turned the trick in discovering the Kossol Sisters. The lasses have a smooth, polished sound and do a solid job with this rockin' novelty that should bring their name to the foreground.

B "WHILE THE CALLIOPE PLAYED" (2:04) [Sheldon BMI —Allen, Alfred] A delightful Summery sound is displayed by the versatile thrushes on this end. Cute, cornball waltzer that could stir up a fuss.

America's Fastest Selling Records

DECCA RECORDS

SIZZLING SUMMER HITS!



The Four Aces

Featuring Al Alberts

sing

I ONLY KNOW I LOVE YOU

and

DREAMER

Decca 29989 (78 RPM)
and 9-29989 (45 RPM)



Roberta Sherwood

sings

(Prayer is the Key to Heaven)

FAITH UNLOCKS THE DOOR

and

MY HEART IS A CHAPEL

Decca 30003 (78 RPM)
and 9-30003 (45 RPM)



Al Hibbler

sings

AFTER THE LIGHTS GO DOWN

and

I WAS TELLING HER ABOUT YOU

Decca 29982 (78 RPM)
and 9-29982 (45 RPM)



Billy Ward and the Dominoes

sing

ST. THERESE OF THE ROSES

and

HOME IS WHERE YOU HANG YOUR HEART

Decca 29933 (78 RPM)
and 9-29933 (45 RPM)

Congratulations

CASH BOX

on

No. 14



Roy Acuff & Kitty Wells

sing

MOTHER HOLD ME TIGHT

and

GOODBYE MR. BROWN

Decca 29935 (78 RPM)
and 9-29935 (45 RPM)

A New World of Sound

DECCA records

Record Reviews

A DISK & SLEEPER — B VERY GOOD — C FAIR
B+ EXCELLENT — C+ GOOD — D MEDIOCRE

BERNIE WAYNE
(ABC-Paramount 9727; 45-9727)

B "SOUTH OF SAIGON" (2:32) [Peer Inter'l BMI—Wayne] Bernie Wayne employs the harpsichord most pleasantly as the orchestra presents a lush and melodic original with a lovely tango tempo. Inviting side.

B "SHALIMAR" (2:20) [Sheldon BMI—Wayne] A chorus assists Wayne on this pretty "Name" ballad. Another string filled item with a most pleasant latin flair.

BEVERLY COLLINS
(RCA Victor 20-6592; 47-6592)

C+ "TO ME, WITH LOVE" (2:31) [Trinity BMI—Moore, Leyden] Newcomer Beverly Collins, a talented songstress with a sparkling voice, sings about her idol on this sentimental romantic opus.

C "MARLON DOESN'T LOVE ME ANYMORE" (2:09) [Trinity BMI Ebb, Klein, Coleman] A shuffle romancer with a humorous title.

ROGER COLEMAN
(MGM 12298; K-12298)

B+ "ONLY THE ONE" [Winneton BMI—Getzov, Frank] Roger Coleman, on his first release for MGM, comes up with a dramatic and striking inspirational ballad which he handles beautifully with his rich, experienced voice. Excellent material superbly handled. Choral background is top grade also.

C+ "HALF WAY TO HEAVEN" [Weiss & Barry BMI—Getzov Schuster] This end features the songster as he croons a touching romantic opus. Soft, tender love affair.

THE MODERNAIRES
(Coral 61674; 9-61674)

B "ASK FOR JOE" (2:34) [Peer International BMI — Philippe, Barclay, Lovelock, Grace] The Modernaires are in a merry mood as they bounce a cute little cornball novelty which they handle delightfully. Happy deck featuring a rinky-dink piano. Good juke fare.

C+ "NINETY-EIGHT CENTS" (2:16) [Summitt ASCAP — DeLugg, Roberts, Weiss] A cute, zany novelty about what a guy thinks he's worth without the love of his gal. Clever lyric.

STANLEY WILSON
(Sunset 2022; 2022-45)

B "LAND OF PROMISE" (2:32) [Ardmore ASCAP — Holzer] A touching, inspirational, semi-religious balled set to the beautiful melody of the Hebrew National Anthem "Hatikvah", is offered with great feeling here by Stanley Wilson and a chorus. Lovely side.

C+ "LITTLE SHEBA" (2:32) [Ardmore ASCAP—Wilson] Wilson leads the ork thru a swinging instrumental here that the hoofing teenagers should find to their liking. Solid jump arrangement set to a pretty minor-key melody.

The Cash Box Sleeper of the Week

"ENGLISH MUFFINS AND IRISH STEW" (2:52)
[Shapiro, Bernstein ASCAP—Charlap, Hilliard]
"WALK SWEET" (2:52)
[Horizon ASCAP—Warren, Lawrence, Lee]
SYLVIA SYMS (Decca 29969; 9-29969)


SYLVIA SYMS

● Sylvia Syms, whose talents were finally recognized by John Q. Public when she waxed "I Could Have Danced All Night", once again displays her charming vocal attributes as she introduces a delightful, new ditty dubbed "English Muffins And Irish Stew". It's a most infectious cutie handled in a refreshingly light-hearted manner. Should be bigger than her initial click. Coupling, "Walk Sweet" is an enchanting ballad from the Broadway show "Shangri - La". Lovely romantic opus rendered with great feeling and warmth. You'll be hearing both sides often.

"ONE FINGER PIANO" (2:13)
[E. B. Marks BMI—Hilger, Friedman]
"THE BLUE WHISTLER" (2:38) [Cromwell ASCAP—Hyman]
DICK HYMAN TRIO (MGM 12296; K12296)

● The Dick Hyman Trio named the most promising new up and coming small instrumental group by disk jockeys in the recent Cash Box Poll, comes up with a delightful new side that should be going great guns in a matter of weeks. It's a breezy and light-hearted ditty dubbed "One Finger Piano" which the keyboard artist styles in a most pleasing and refreshing manner. Cute bouncey ditty with a chorus assisting on the vocal. Excellent sequel to his version of "The Theme From The 'Three Penny Opera'" and "Hi-Lili, Hi-Lo". The harpsichord piano is again employed on the lower lid to fashion a pretty blues item titled "The Blue Whistler". But it's the upper deck that carries the weight.

"BROKEN HEART" (2:43) [Goday BMI—Shaw, Small]
"HAND HOLDIN' BABY" (2:15) [Goday BMI—Shaw]
JOAN SHAW (ABC-Paramount 9724; 45-9724)

● Joan Shaw, a tremendously talented songstress with a terrific voice, makes her debut on ABC-Paramount with a great new side that should establish her as a big record name. Prior to joining ABC, the lark had made some wonderful records which never were given the push they deserved. But now she's destined to hit the big time on a song called "Broken Heart". It's a striking fish-beat ballad dramatically presented against a solid Sid Feller backing. Excellent material tailor-made for the teenagers. Tremendous delivery. You'll be hearing this one often. Lower lid, "Hand Holdin' Baby", is a jumping rocket with a good dance tempo. Top half's gonna make it.

"IS THERE A HEAVEN" (2:43) [Warman BMI—Hazan]
"I SAW A STAR" (2:34) [Thunderbird ASCAP—Dickinson]
RUSSELL ARMS (Era 1018; 45-1018)

● Russell Arms, star of "Your Hit Parade" TV show, makes his debut on the Era label and introduces a brilliant new inspirational ballad that could do for him what "Wayward Wind" on the same label did for Gogi Grant. It's a superb piece of material which Russ sings with great warmth and understanding and it goes under the title "Is There A Heaven". Wonderful song of faith that could be just the song the gifted young crooner has been seeking. A sleeper to watch closely. Bottom half, "I Saw A Star" is a lush and enchanting romancer tenderly treated. Soft and dreamy listening.

"THE FLYING SAUCER" Part 1 and Part 2 (2:32) (1:45)
[Luniverse—Buchanan & Goodman]
BUCHANAN & GOODMAN (Luniverse 101; 45-101)

● A sensational rock and roll novelty that'll have the kids running to the stores was issued last week on the new Luniverse label. It should be a tremendous smash. (See Rhythm & Blues Reviews).

TOMMY SPURLIN & SOUTHERN BOYS
(Perfect 109; 45-109)

C+ "HANG LOOSE" (2:12) [Artrec BMI — Spurlin, Frost] Tommy Spurlin bows on the Perfect label with a hard-driving rock and roller that cuts from the first groove right thru to the last. A guitar is heard in the foreground on this Presley-esque type swinger.

C+ "ONE - EYED SAM" (2:28) [Artrec BMI—] Another jolting jumper that should go well in the pop, country and rhythm and blues fields.

LEO DIAMOND
(RCA Victor 20-6600; 47-6600)

B "LE RIFIFI" [Chappell ASCAP —Lawrence, Gerard] The title tune from the currently popular French movie "Le Rififi" is imaginatively presented by harmonica virtuoso Leo Diamond. He's assisted by a hushed, moody vocal by a group known as the Bonaires. Unusual deck with big possibilities.

C+ "GO SEE TONY" [Lero ASCAP —Diamond, Winslow, Hendler] A contagious, breezy cutie is presented here. Easy listening. Smooth blending of voices and harmonica.

MELVIN MOORE
(Jubilee 5250; 45-5250)

B "THAT'S ALL THERE IS TO THAT" (2:45) [Meridian BMI—Otis, Owens] Melvin Moore, a promising songster with a Roy Hamilton type voice, does a big job with his interpretation of a fast-rising pop ballad. Strong delivery of a hot piece of merchandise. Watch this lad. He could be a big name.

C+ "IF I COULD HOLD YOU" (2:25) [Meridian BMI — Otis, Owens] The warbler picks up the beat on this end and lilts through an inviting new love tune. Good sax backdrop. Boy has style and a sound.

CAROLE BENNETT
(Capitol 3487; F-3487)

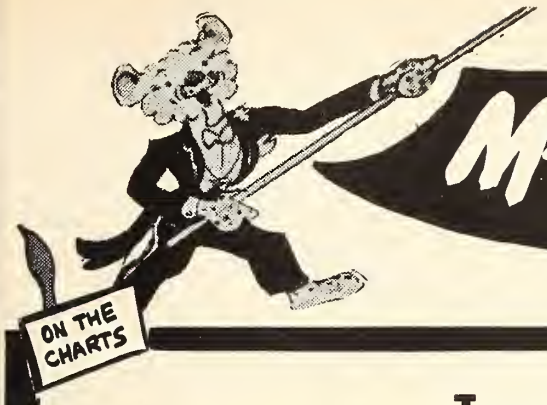
B "I WAS YOUR ONLY LOVE" (2:35) [Larry Taylor ASCAP—Wolf, Stier] Carole Bennett, who's been doing some beautiful wax work, could step out with this warm, tearful sentimental ballad. Pretty job.

C+ "THE LITTLE MAGICIAN" (2:09) [Ardmore ASCAP—Livingston, Tobias] Here the lass prances through a contagious novelty adapted from a familiar folk melody.

LEW DOUGLAS & ORCH.
(Bally 1014; 7-1014)

B "BOMBOLERO" (2:33) [Mellin BMI—Hilliard] With Caesar Giavaninni at the piano, Lew Douglas and the ork glide through an exciting latin rhythm instrumental full of thrills. Big production item that should do well.

C+ "HIGH SOCIETY" (1:58) [Valleydale BMI—Jirik] On this end Douglas hands in a delightful instrumental arrangement of an old Dixie standard. Refreshing, spright dancer.



M-G-M CONVENTION HITS!!!

Joni James

GIVE US THIS DAY

MGM 12288 K12288

BEST BUY Billboard

Hitting The Charts

CASH BOX Variety Pick

AND

HOW LUCKY YOU ARE

Art Mooney and his orch.

"DAYDREAMS"

b/w

"SOMEBODY STOLE MY MUCHACHA"

MGM-12277 · K12277

SURE-SHOT SUMMER SELLER

TRIPLE TRADE PICK

NEW HIT

Dick Hyman Trio

WINNER OF CASH BOX D. J. POLL

ONE FINGER PIANO AND **THE BLUE WHISTLER**

MGM 12296 K12296

Leroy Holmes & his Orch.

Theme From "THE PROUD ONES"

AND

WOULDN'T IT BE LOVERLY

MGM 12275 K12275

NEW HIT

Danny Knight

BEACHCOMBER!

AND

MY HEART ISN'T IN IT

MGM 12300 K12300

David Rose & his Orch.

COOL TANGO

AND

"THE CATERED AFFAIR" THEME

(From the MGM film "The Catered Affair")

MGM 12270 K12270

IVORY JOE HUNTER

THE ORIGINAL

I ALMOST LOST MY MIND

MGM 10578 K10578

Music from the Sound Track of the Sheldon Reynolds Motion Picture "Foreign Intrigue"

INTRIGUE

AND

FOREIGN INTRIGUE CONCERTO

MGM 12281 K12281

THE KING'S IV

YOU'RE SENSATIONAL

(From the MGM Picture "High Society")

AND

MY BONNIE LIES OVER THE OCEAN

MGM 12287 K12287

Betty Madigan

CRYING CAUSE I LOVE YOU

AND

A PERFECT UNDERSTANDING

MGM 12273 K12273

LOUISE TOBIN

I THOUGHT ABOUT YOU

AND

GOODNIGHT, MY LOVE

MGM 12294 K12294

A FAVORITE!

Roger Coleman

ONLY THE ONE

AND

HALF WAY TO HEAVEN

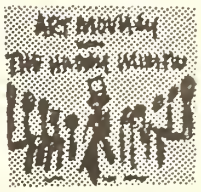
MGM 12298 K12298



JONI JAMES

LET THERE BE LOVE

E3348 X1225 X1226 X1227



ART MOONEY & his Orch.

THE HAPPY MINSTRELS

E3431



Music Recorded Directly from the Sound Track of the MGM Film "The Swan"

THE SWAN

E3399



ART LUND

BLUE SKIES

E3411 X1314 X1315 X1316



The Music of Josef Myrow

SOMEWHERE IN THE NIGHT

E3376 X1258 X1259 X1260



ZIGGY ELMAN & his Orch.

SENTIMENTAL TRUMPET

E3389 X1290 X1291 X1292



GREGORY-PREAGER ORCH.

NIGHT MOODS

E3384 X1278 X1279 X1280

Gratefully

Frank Sinatra

Voted by The Nation's DJ's

No. 1 and 2

MOST PROGRAMMED ALBUMS



Currently Starring in
The MGM production
"HIGH SOCIETY"
and
The Kent Production released through United Artists
"JOHNNY CONCHO"

current CAPITOL release

"JOHNNY CONCHO THEME" (Wait For Me)
b/w
"YOU'RE SENSATIONAL"

Capitol RECORDS

3469

THE NATION'S Top Ten JUKE BOX TUNES

(PLUS THE NEXT 25)

		Pos. Last Week
1.	**THE WAYWARD WIND** GOGI GRANT CA-3430 (F-3430)—Tex Ritter ER-1013 (45-1013)—Gogi Grant	1.
2.	**I ALMOST LOST MY MIND** PAT BOONE DO-15472 (45-15472)—Pat Boone MG-10578 (K10578)—Ivory Joe Hunter	2.
3.	**MOONGLOW & PICNIC** MORRIS STOLOFF — GEORGE CATES CR-61618 (9-61618)—George Cates DE-29888 (9-29888)—Morris Stoloff	3.
4.	**I WANT YOU, I NEED YOU, I LOVE YOU** ELVIS PRESLEY VI-20-6540 (47-6540)—Elvis Presley	5.
5.	**ON THE STREET WHERE YOU LIVE** VIC DAMONE CO-40654 (4-40654)—Vic Damone VI-20-6529 (47-6529)—Eddie Fisher CR-61644 (9-61644)—Lawrence Welk VI-20-6569 (47-6569)—Arthur Fiedler EP-9153 (5-9153)—Frances Wayne	6.
6.	**STANDING ON THE CORNER** FOUR LADS CA-3498 (F-3498)—Andy Griffith DE-29897 (9-29897)—Mills Bros. CA-3414 (F-3414)—Dean Martin EP-9158 (5-9158)—Neal Hefti Singers CO-40674 (4-40674)—Four Lads	4.
7.	**I'M IN LOVE AGAIN** FATS DOMINO DO-15462 (45-15462)—Fontane Sisters IM-5386 (45-5386)—Fats Domino	7.
8.	**BORN TO BE WITH YOU** CHORDETTES CD-1291 (45-1291)—Chordettes ME-70870 (70870x45)—Lola Dee	8.
9.	**MORE** PERRY COMO VI-20-6554 (47-6554)—Perry Como	10.
10.	**SWEET OLD FASHIONED GIRL** TERESA BREWER CR-61636 (9-61636)—Teresa Brewer	—

11) THE WAYWARD WIND. 12) ALLEGHENY MOON. 13) IT ONLY HURTS FOR A LITTLE WHILE. 14) WHATEVER WILL BE, WILL BE (QUE SERA, SERA). 15) MY PRAYER. 16) TREASURE OF LOVE. 17) HAPPY WHISTLER. 18) GRADUATION DAY. 19) BE-BOP-A-LULA. 20) HEARTBREAK HOTEL. 21) TRANSFUSION. 22) STRANDED IN THE JUNGLE. 23) GLENDORA. 24) FEVER. 25) CANADIAN SUNSET. 26) CAN YOU FIND IT IN YOUR HEART. 27) BLUE SUEDE SHOES. 28) RIP IT UP. 29) WALK HAND IN HAND. 30) YOU DON'T KNOW ME. 31) MAGIC TOUCH. 32) LOVE, LOVE, LOVE. 33) PICNIC. 34) THAT'S ALL THERE IS TO THAT. 35) PORTUGUESE WASHERWOMAN.

CODE

AA—Double A	CL—Cardinal	ES—Essex	JD—Jay Dee	OL—Olympic	SL—Spotlight
AB—Abbott	CO—Columbia	EX—Excello	JU—Jubilee	PA—Parrot	SO—Sound
AL—Aladdin	CR—Coral	FB—Fabor	JZ—Josie	PE—Peacock	SP—Specialty
AO—Apollo	CT—Cat	FE—Federal	KA—Kapp	PM—Prom	ST—Starlite
AP—ABC-Paramount	CW—Crown	FI—Fiesta	KI—King	PP—Peter Pan	SU—SUN
AR—Arcade	DA—Dana	FR—Fraternity	LI—Liberty	PR—Prestige	TA—Tampa
AT—Atlantic	DE—Decca	4 Star—Four Stor	LO—London	RA—Rainbow	TI—Tico
BT—Bethlehem	DL—DeLuxe	GE—Gee	MD—Media	RE—Regent	UN—United
CA—Capitol	DO—Dot	GN—Golden	ME—Mercury	RL—Real	UQ—Unique
CD—Cadence	DT—Dootone	GR—Groove	MG—MGM	RM—Rama	VE—Verve
CH—Chess	DU—Duke	GTJ—Good Time Jazz	MO—Modern	RP—RPM	VI—RCA Victor
CK—Checker	EP—Epic	HE—Herald	NG—Norgran	SA—Savoy	VJ—Vee-Jay
	ER—Era	IM—Imperial	OK—Okeh	SE—Seeco	VK—Vik
					WI—Wing



COLUMBIA CONGRATULATES CASH BOX

BEST WISHES NAMM

In The Money

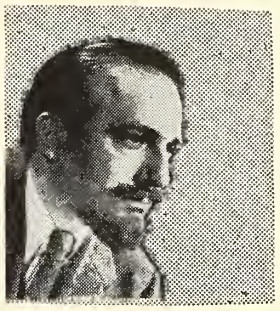
Doris Day



WHATEVER WILL BE, WILL BE
(Que Sera, Sera)
b/w
I'VE GOTTA SING AWAY THESE BLUES
40704 4-40704

Instrumental and Vocal Back To Back

Mitch Miller



Original Theme as Introduced on Westinghouse "Studio One" Summer Theatre

SONG FOR A SUMMER NIGHT
40730 4-40730

On Easy Street

Vic Damone



from the musical smash "My Fair Lady"

ON THE STREET WHERE YOU LIVE
40654 4-40654

Stronger Than Ever

THE Four Lads



from the Frank Loesser musical "The Most Happy Fella"

STANDING ON THE CORNER
b/w
MY LITTLE ANGEL
40674 4-40674

What A Hit

Jerry Vale



YOU DON'T KNOW ME
b/w
ENCHANTED
40710 4-40710

A Trade Press Pick

Frankie Laine



MAKE ME A CHILD AGAIN
b/w
THE THIEF
40720 4-40720

COLUMBIA RECORDS

MUSIC

ERNIE FORD

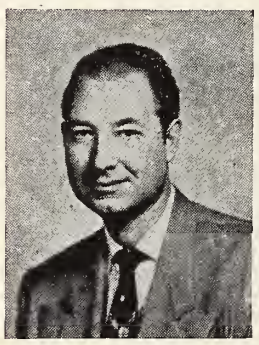
CAPITOL RECORDS
NBC-TV, MON. - FRI. DAYTIME
NBC-TV, THURSDAY NIGHTS
(STARTING OCTOBER 4)

Thanks Operators and Disc Jockies for all your help.
Old Ern

Platter Spinner Patter

ALL ABOUT DISK JOCKEYS

Vital Statistics—**Roy Leonard**, formerly at WKOX, Framingham, Mass., is now located at WHDH, Boston with two daily shows. . . . After eight years with KYA, San Francisco, **Don Pitts** has shifted to KGO, in the same city. . . . Disk Jockey **Dan Anderson** (WLDL—Minneapolis, Minn.) is moving up to the position of Promotion Director, with **Leigh Kamman** moving in to join WLOL's "Big Five" deejays. Kamman is returning to Twin Cities radio after six years of broadcasting in New York City.



GENE WHITAKER
(WNCA—Siler City, N. C.)

Beginning with this "14th Anniversary Issue" the Platter Spinner Chatter column has been expanded to serve deejays with a greater coverage of news pertaining to disk jockeys across the nation. So keep those items pouring in.

Dean Cal Cagno, 15-year-old dee jay, considered the nation's youngest, celebrates his first anniversary on WGBB, Freeport, L. I. In one year, the youngster who produces and writes his own show has appeared on NBC's Monitor, and has been interviewed by national mags. Among Cagno's guests have been **Ernie Kovacs, Dorothy Collins, Julius LaRosa** and **Nick Kenny**. . . . **Paul Siegel** is making the rounds of disk jockeys in the East and Mid-West on behalf his firm's "Autumn Concerto" which was recorded by **Richard Hayman** on Mercury and **Billy Vaughn** on Dot. . . . A party saluting the top DJ's of the Westinghouse stations was recently held at Toot Shor's in New York. On hand were 12 WBC performers from KDKA, Pittsburgh; KYW, Cleveland; WOWO, Ft. Wayne and WBZ-WBZA, Boston-Springfield.

Time For Meminiscing And A service To Shut-Ins: **George Fennell** (WHIL-Medford, Mass.) has inaugurated a couple of human interest features on his "Caravan Of Stars" show. One feature has George playing request oldies and then dedicating the song to those requesting it, telling how the couple met and describing how the song became "their song". The second feature is directed at shut-ins whereby George asks the shut-ins to call him and tape a fifteen or twenty minute show in which they can select records and play disk jockey. Each shut-in gets to hear his voice on the air besides receiving a host of prizes. . . . **Tom Finn**, former Toledo and Detroit DJ, wrote **Buddy Basch** that he has been released from service and is currently "stationed" at WAVI, Ohio. He'd like to hear from his old buddies. . . . After an 18 month "sabbatical", **Jim French** (KING) is back on the air again with his show, "King's Open House". . . . A recent splash in The Arizona Daily Star cleverly publicized **Ted Donay's** (KCNA-Tucson, Arizona) night-time slot. Headlined "Which One Of These Men Was Wrong About Ted Donay", the ad contains the remarks of three men (two sponsors and the General Manager of KCNA) about the night time listening habits of teen-agers and young adults. The General Manager was wrong. . . . **Ken Scott** (WORK-York, Pa.) conducts a nightly 3-hour show of requests. . . . **Gene Whitaker** (WNCA-Siler, No. Carolina) writes, "**The Cash Box** is still tops with me".



BILL RANDLE
(WERE—Cleveland, O.)

In an all-out effort to promote careful driving over July 4th, the seven platter spinners of station KRUX, Phoenix, Ariz. promised to buy a Pepsi-Cola for everyone in Arizona if the State had no traffic fatalities on the holiday. There were none. It's reported that through hundreds of phone calls and thousands of pieces of mail, listeners were taking advantage of this unusual offer. . . . The current Rock and Roll publicity emanating from New Jersey has prompted radio station WTTM-Trenton, N. J. to offer free radio time for a public debate on the current question. In telegrams to **Sammy Kaye, Paul Whiteman, Mayor Bernard J. Berry**, Jersey City and **Acting Mayor Roland J. Hines**, Asbury Park, WTTM's General Manager, **Fred Walker** offered the facilities of WTTM to debate the pros and cons of "Rock and Roll." "We are sure that if the four of you would sit down at a common meeting place, you could be able to work out your different views toward this current style of music", said Walker. Proposed moderators for the radio debate would be either WTTM's Program Director, **Tom Durand** or the station's featured disk jockey, **Gene Graves.** "Both men are completely neutral and have no rabid feelings one way or the other," declared Walker in his telegram. . . . **Don Bell** (KRNT-Des Moines) writes that, "radio is better than ever!" Business on his shows, says Don, is better now, during the once traditional "dog days", than it was just a few years ago at the peak of the Christmas season. Don also writes that album exposure on his show is being increased and now three albums are being featured instead of two. . . . **Merrill "Pitt" Pittman** (WANN-Annapolis, Md.) is heard daily on two morning shows, "Polka Time" and "Breakfast In The Rhythm Room". **Tom Edwards** (WERE-Cleveland, Ohio) writes that Phil McLean left for a 2 week vacation which started on the 15th. Also scheduling a vacation (a week) at WERE is **Bill Randle** who leaves on the 25th. Edwards reports that deejays **Dick Gilbert** and **Saxie Dowell** of Chicago have bought radio station KPOK in Phoenix, Arizona. . . . Robb By Any Other Name is NOT The Same! In our July 14th issue one "B" was dropped out of the first name of **Robb Thomas** (WEMP-Milwaukee, Wisc.) in the DJ Regional Record Report. Rob, excuse us, Robb suggested, humorously, "punitive" action against the perpetrator of such a "ghastly" occurrence. After the one who wronged Robb inscribed "Robb" 500 times on a blank sheet of paper, we think it unlikely that the incident will take place again. That is, we hope it won't!



GEORGE FENNELL
(WGUY—Bangor, Me.)

OVERWHELMED AND OH SO HAPPY!!



THE FEMALE VOCALIST PROGRAMMED MOST

—Cash Box National Disk Jockey Poll

heard exclusively on

RCA VICTOR
FIRST IN RECORDED MUSIC

Personal Management
DURGOM-KATZ ASSOCIATES

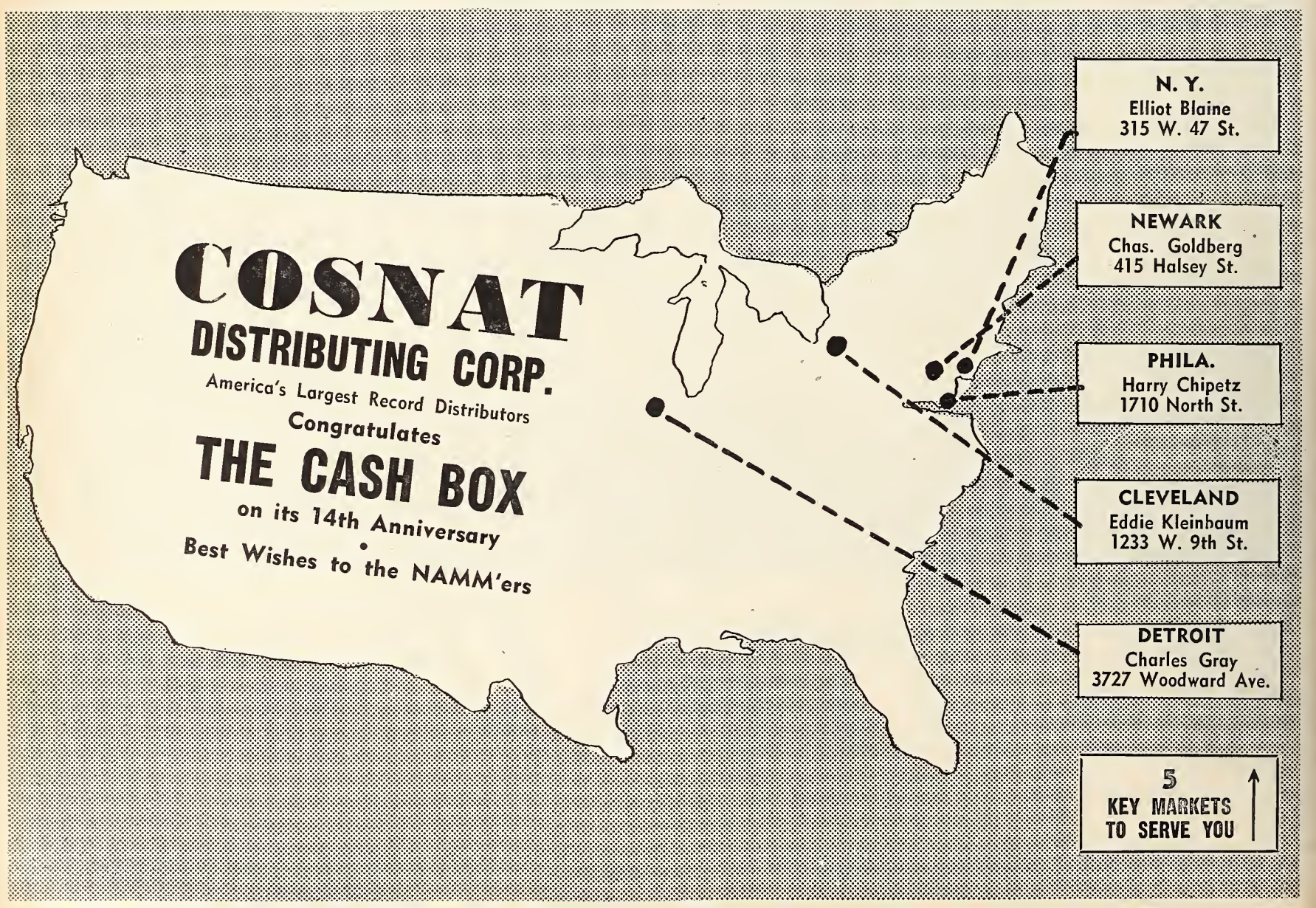
MCA

The Records Disk Jockeys Played Most

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

		Pos. Last Week
1.	THE WAYWARD WIND GOGI GRANT (Era)	1.
2.	I ALMOST LOST MY MIND PAT BOONE (Dot)	2.
3.	ON THE STREET WHERE YOU LIVE VIC DAMONE (Columbia)	3.
4.	MY PRAYER PLATTERS (Mercury)	9.
5.	ALLEGHENY MOON PATTI PAGE (Mercury)	6.
6.	BORN TO BE WITH YOU CHORDETTES (Cadence)	5.
7.	MOONGLOW & PICNIC MORRIS STOLOFF (Decca) GEORGE CATES (Coral)	4.
8.	I WANT YOU, I NEED YOU, I LOVE YOU ELVIS PRESLEY (RCA Victor)	7.
9.	MORE PERRY COMO (RCA Victor)	8.
10.	WHATEVER WILL BE, WILL BE DORIS DAY (Columbia)	11.
11.	BE-BOP-A-LULA GENE VINCENT (Capitol)	10.
12.	SWEET OLD FASHIONED GIRL TERESA BREWER (Coral)	15.
13.	STRANDED IN THE JUNGLE CADETS (Modern) — JAYHAWKS (Flash)	16.
14.	I'M IN LOVE AGAIN FATS DOMINO (Imperial)	12.
15.	STANDING ON THE CORNER FOUR LADS (Columbia)	14.
16.	GLENDORA PERRY COMO (RCA Victor)	13.
17.	CANADIAN SUNSET HUGO WINTERHALTER & EDDIE HEYWOOD (RCA Victor)	19.
18.	IT ONLY HURTS FOR A LITTLE WHILE AMES BROS. (RCA Victor)	18.
19.	IVORY TOWER CATHY CARR (Fraternity)—GALE STORM (Dot)— OTIS WILLIAMS (DeLuxe)	17.
20.	I COULD HAVE DANCED ALL NIGHT SYLVIA SYMS (Decca)	20.

21) TREASURE OF LOVE. 22) THAT'S ALL THERE IS TO THAT. 23) LOVE, LOVE, LOVE. 24) SOFT SUMMER BREEZE. 25) GIVE US THIS DAY. 26) WALK HAND IN HAND. 27) PICNIC. 28) GRADUATION DAY. 29) YOU DON'T KNOW ME. 30) HOW LITTLE WE KNOW.



"Only those records best suited for commercial use are reviewed by THE CASH BOX"

THANKS

...to the Nation's Disc Jockeys

MOST PROGRAMMED FEMALE VOCAL GROUP...

The McGuire Sisters



Current Hit

"IN THE ALPS"

and

"WEARY BLUES"

with LAWRENCE WELK ORK.

Coral 61670

A HAPPY HAPPY 14th to the Cash Box

Best Wishes to the Music Dealers at your Annual Convention

CORAL RECORDS

Top Selling Records

Reported by

Retail Outlets

From Coast to Coast

GAIETY MUSIC SHOP
New York, N. Y.

1. Moonglow & Picnic (Stoloff)
2. Standing On The Corner (Four Lads)
3. Wayward Wind (Gogi Grant)
4. I Want You, I Need You, I Love You (Elvis Presley)
5. I Could Have Danced All Night (Sylvia Syms)
6. Ivory Tower (Cathy Carr)
7. On The Street Where You Live (Vic Damone)
8. My Prayer (Platters)
9. I Almost Lost My Mind (Pat Boone)
10. Whatever Will Be (D. Day)

MOSHER MUSIC CO.
Boston, Mass.

1. Whatever Will Be (D. Day)
2. More (Perry Como)
3. Fabulous Character (Sarah Vaughan)
4. You Don't Know Me (J. Vale)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Moonglow & Picnic (Stoloff)
7. Canadian Sunset (Winterhalter & Heywood)
8. Sweet Old Fashioned Girl (Teresa Brewer)
9. Happy Whistler (Robertson)
10. Give Us This Day (J. James)

BERGENFIELD MUSIC, INC.
Bergenfield, N. J.

1. My Prayer (Platters)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Allegheny Moon (Patti Page)
4. A Casual Look (Six Teens)
5. I Almost Lost My Mind (Pat Boone)
6. Glendora (Perry Como)
7. I Promise To Remember (Teen Agers)
8. Stranded In The Jungle (Cadets)
9. Standing On The Corner (Four Lads)
10. Whatever Will Be (D. Day)

LOMAKIN MUSIC
Pittsburgh, Pa.

1. My Prayer (Platters)
2. Allegheny Moon (Patti Page)
3. More (Perry Como)
4. In The Still Of The Night (Five Satins)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Fever (Little Willie John)
7. That's All There Is To That (Nat Cole)
8. Stranded In The Jungle (Jayhawks)
9. I Almost Lost My Mind (Pat Boone)
10. Be-Bop-A-Lula (G. Vincent)

GRAND RECORDS
Detroit, Mich.

1. I Almost Lost My Mind (Pat Boone)
2. My Prayer (Platters)
3. Canadian Sunset (Winterhalter & Heywood)
4. Whatever Will Be (D. Day)
5. Be-Bop-A-Lula (G. Vincent)
6. Ghost Town (Don Cherry)
7. Allegheny Moon (Patti Page)
8. Wayward Wind (Gogi Grant)
9. You Don't Know Me (J. Vale)
10. Soft Summer Breeze (Eddie Heywood)

MOSES MELODY SHOP
Little Rock, Ark.

1. Be-Bop-A-Lula (G. Vincent)
2. Fever (Little Willie John)
3. I Almost Lost My Mind (Pat Boone)
4. Wayward Wind (Gogi Grant)
5. Stranded In The Jungle (Cadets)
6. I Want You, I Need You, I Love You (Elvis Presley)
7. Moonglow & Picnic (Stoloff)
8. Rip It Up (Little Richard)
9. Standing On The Corner (Four Lads)
10. Glendora (Perry Como)

DEW MUSIC CO., INC.
Monroe, La.

1. I Almost Lost My Mind (Pat Boone)
2. Wayward Wind (Gogi Grant)
3. My Prayer (Platters)
4. I'm In Love Again (Domino)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Roll Over Beethoven (Berry)
7. Stranded In The Jungle (Cadets)
8. Be-Bop-A-Lula (G. Vincent)
9. Sweet Old Fashioned Girl (Teresa Brewer)
10. It Only Hurts For A Little While (Ames Bros.)

GIFT MART MUSIC CENTER
Jamaica, L. I., N. Y.

1. Wayward Wind (Gogi Grant)
2. Graduation Day (Rovers)
3. Moonglow & Picnic (Stoloff)
4. On The Street Where You Live (Vic Damone)
5. Standing On The Corner (Four Lads)
6. More (Perry Como)
7. Heartbreak Hotel (E. Presley)
8. Glendora (Perry Como)
9. I'm In Love Again (Domino)

WOLFF-KUBLY & HIRSIG
Madison, Wisc.

1. I Almost Lost My Mind (Pat Boone)
2. I'm So In Love (F. Domino)
3. Be-Bop-A-Lula (G. Vincent)
4. Stranded In The Jungle (Jayhawks)
5. My Prayer (Platters)
6. Love, Love, Love (Diamonds)
7. Allegheny Moon (Patti Page)
8. Whatever Will Be (D. Day)
9. Sweet Old Fashioned Girl (Teresa Brewer)
10. It Only Hurts For A Little While (Ames Bros.)

CUTLER'S RECORD SHOP
New Haven, Conn.

1. My Prayer (Platters)
2. A Casual Look (Six Teens)
3. Whatever Will Be (D. Day)
4. I Almost Lost My Mind (Pat Boone)
5. Stranded In The Jungle (Cadets)
6. Wayward Wind (Gogi Grant)
7. Transfusion (N. Norvus)
8. Be-Bop-A-Lula (G. Vincent)
9. Allegheny Moon (Patti Page)
10. Can't We Be Sweethearts (Cieftones)

THE MUSIC BOX
Spokane, Wash.

1. I'm In Love Again (Domino)
2. I Almost Lost My Mind (Pat Boone)
3. Be-Bop-A-Lula (G. Vincent)
4. Born To Be With You (Chordettes)
5. More (Perry Como)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. Stranded In The Jungle (Jayhawks)
8. Whatever Will Be (D. Day)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. My Prayer (Platters)

AMPHION MUSIC STORE
Cleveland, Ohio

1. My Prayer (Platters)
2. I Almost Lost My Mind (Pat Boone)
3. Sweet Old Fashioned Girl (Teresa Brewer)
4. Whatever Will Be (D. Day)
5. On The Street Where You Live (Vic Damone)
6. Allegheny Moon (Patti Page)
7. Fever (Little Willie John)
8. Stranded In The Jungle (Jayhawks)
9. More (Perry Como)
10. Wayward Wind (Gogi Grant)

NORTH MAIN RECORD SHOP
Houston, Texas

1. Stranded In The Jungle (Cadets)
2. Be-Bop-A-Lula (G. Vincent)
3. It's Too Late (Chuck Willis)
4. Ready Teddy (Little Richard)
5. That's All There Is To That (Nat Cole)
6. Allegheny Moon (Patti Page)
7. Sweet Old Fashioned Girl (Teresa Brewer)
8. Treasure Of Love (McPhatter)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. You Don't Know Me (McRae)

MUSIC SALES CORP.
Augusta, Ga.

1. I Want You, I Need You, I Love You (Elvis Presley)
2. I Almost Lost My Mind (Pat Boone)
3. Wayward Wind (Gogi Grant)
4. Old Fashioned Girl (Brewer)
5. Moonglow & Picnic (Stoloff)
6. I'm In Love Again (Domino)
7. Rip It Up (Little Richard)
8. Love, Love, Love (Clovers)
9. I Want You To Be My Girl (Teen Agers)
10. Whatever Will Be (D. Day)

ROYLES T V
Salt Lake City, Utah

1. On The Street Where You Live (Vic Damone)
2. Wayward Wind (Gogi Grant)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. Standing On The Corner (Four Lads)
5. Born To Be With You (Chordettes)
6. I Almost Lost My Mind (Pat Boone)
7. Moonglow & Picnic (Stoloff)
8. Glendora (Perry Como)
9. Whatever Will Be (D. Day)
10. Treasure Of Love (McPhatter)

DEIBEL'S RECORD SHOP
St. Louis, Mo.

1. My Prayer (Platters)
2. On The Street Where You Live (Vic Damone)
3. Be-Bop-A-Lula (G. Vincent)
4. I Almost Lost My Mind (Pat Boone)
5. Glendora (Perry Como)
6. That's All There Is To That (Nat Cole)
7. Wayward Wind (Gogi Grant)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. I'm In Love Again (Domino)
10. Allegheny Moon (Patti Page)

THE MUSIC SHOP
Springfield, Ill.

1. Standing On The Corner (Four Lads)
2. On The Street Where You Live (Vic Damone)
3. I'm In Love Again (Domino)
4. I Want You, I Need You, I Love You (Elvis Presley)
5. Be-Bop-A-Lula (G. Vincent)
6. Wayward Wind (Gogi Grant)
7. I Almost Lost My Mind (Pat Boone)
8. Born To Be With You (Chordettes)
9. Allegheny Moon (Patti Page)
10. Portuguese Washerwoman (Joe Carr)

THIEM'S RECORD SHOP
Raleigh, N. C.

1. Wayward Wind (Gogi Grant)
2. Rip It Up (Little Richard)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. Born To Be With You (Chordettes)
5. Fever (Little Willie John)
6. Moonglow & Picnic (Stoloff)
7. Stranded In The Jungle (Cadets)
8. Give Us This Day (J. James)
9. My Prayer (Platters)
10. True Love (Kitty Kallen)

GROOVE RECORD SHOP
Norfolk, Va.

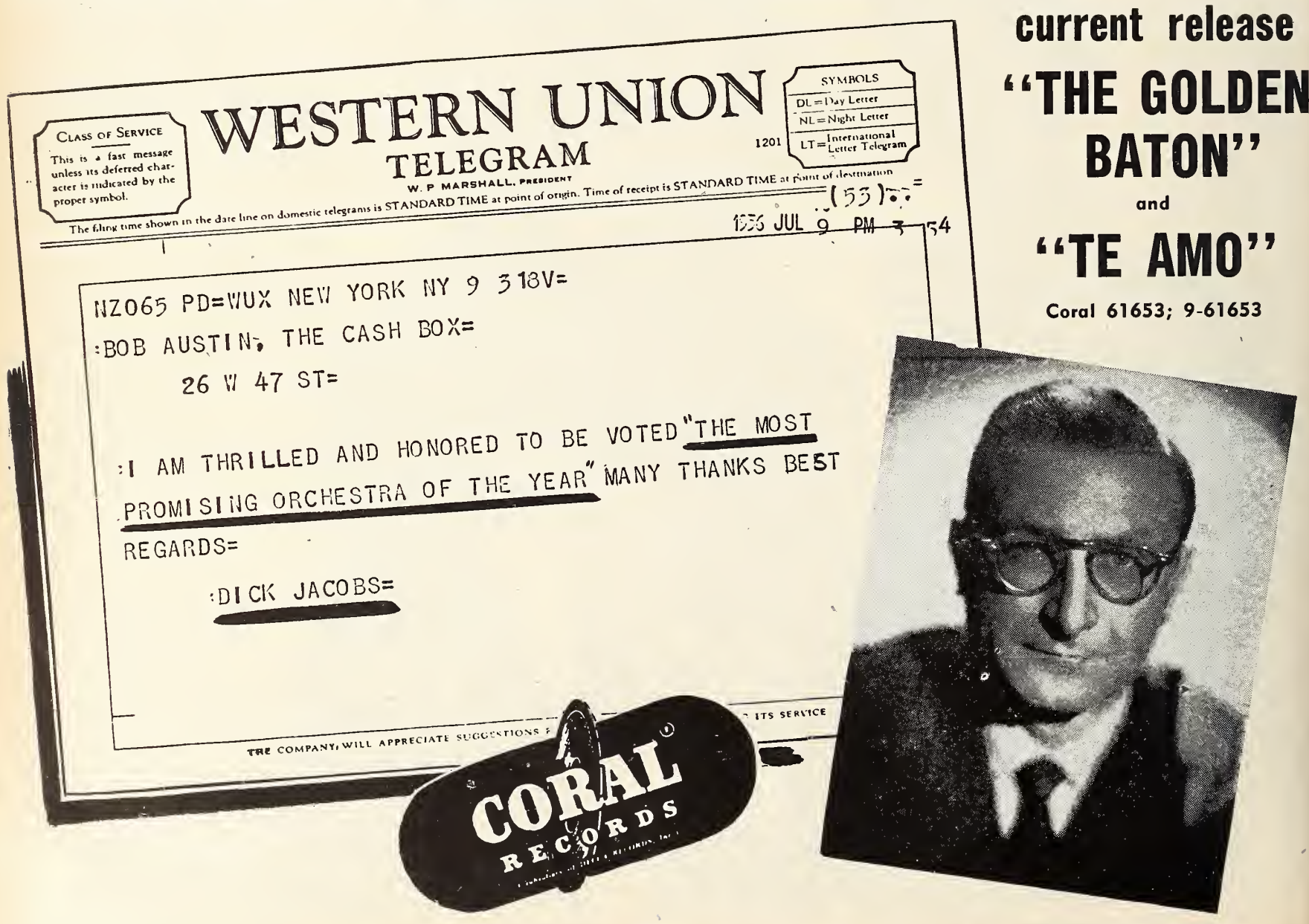
1. My Prayer (Platters)
2. Stranded In The Jungle (Cadets)
3. Wayward Wind (Gogi Grant)
4. Born To Be With You (Chordettes)
5. Moonglow & Picnic (Stoloff)
6. Ready Teddy (Little Richard)
7. More (Perry Como)
8. I Almost Lost My Mind (Pat Boone)
9. On The Street Where You Live (Vic Damone)
10. Sweet Old Fashioned Girl (Teresa Brewer)

BELL SALES CO.
Knoxville, Tenn.

1. Born To Be With You (Chordettes)
2. Be-Bop-A-Lula (G. Vincent)
3. It Only Hurts For A Little While (Ames Bros.)
4. Glendora (Perry Como)
5. On The Street Where You Live (Eddie Fisher)
6. I Want You, I Need You, I Love You (Elvis Presley)
7. Wayward Wind (Gogi Grant)
8. Can You Find It In Your Heart (Tony Bennett)
9. That's All There Is To That (Nat Cole)
10. More (Perry Como)

BURK'S MUSIC SHOP
St. Paul, Minn.

1. My Prayer (Platters)
2. Stranded In The Jungle (Gadabouts)
3. More (Perry Como)
4. That's All There Is To That (Nat Cole)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Love, Love, Love (Diamonds)
7. Whatever Will Be (D. Day)
8. Theme From The Proud Ones (Nelson Riddle)
9. Allegheny Moon (Patti Page)
10. On The Street Where You Live (Vic Damone)



current release

"THE GOLDEN BATON"

and

"TE AMO"

Coral 61653; 9-61653

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Jubilee and Josie RECORDS Congratulate The Cash Box with a- BIG

Jubilee's NAMM Winners

The Gallahads

"THE FOOL"

Jubilee 5252

●

The FOUR TUNES

"DANCING WITH TEARS IN MY EYES"

b/w

"FAR AWAY PLACES"

Jubilee 5245

●

Selling Like a Single

Della Reese

New Long Playing Album

"MELANCHOLY BABY"

Jubilee 1026

Jubilee Records
1650 Broadway, New York City

Josie's NAMM Winners

The Cadillacs

"WOE IS ME"

b/w

"BETTY MY LOVE"

JOSIE 798

●

Jimmy Ricks

"SHE'S FINE—SHE'S MINE"

b/w

"THE UNBELIEVER"

JOSIE 796

Josie RECORD
1650 Broadway, New York City



FREE

Copy of The Sensational Historical and Statistical

14th ANNIVERSARY ISSUE

of The Cash Box to the First 500 Subscriptions

Arriving At This Office Accompanied With The Application On The Bottom Of This Page

ADDITIONAL COPIES of the 14th ANNIVERSARY ISSUE AVAILABLE FOR A SHORT TIME ONLY at $5.00 per copy

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please enter my subscription for 1 year and mail me a copy of the 14th ANNIVERSARY Issue. Enclosed is $15.

NAME_____

FIRM NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please send me
☐ Additional Copy (Copies)
of The 14th Anniversary Issue.
Enclosed is $5.00 For Each Copy.

NAME_____

FIRM NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

AMERICA'S OUTSTANDING VOCAL GROUP



Thanks... DJ's for making
"BORN TO BE WITH YOU"...tops in the nation

Thanks... NAMM
for your continued support

Thanks... and Congratulations
Cash Box on your 14th ANNIVERSARY

Exclusive Management:
JACK BERTELL
Associate: BOB COE
527 Madison Ave. (PLaza 3-2153) New York, N. Y.

ALPHA Means FIRST!

FIRST *with Service*

FIRST *with Promotion*

FIRST *with The Hits*

FIRST *with Quality Labels*

and our Thanks to the Manufacturers—Dealers—Ops—DJ's and One Stops who have made us FIRST

For The "A" Treatment in Metropolitan N. Y.

ALPHA DISTRIBUTING CO.

457 W. 45th St. (CI 7-6177) N. Y.

(JOHNNY HALONKA) • (HARRY APOSTOLERIS)

NAMM PROGRAM

SUNDAY, JULY 22

10:00 AM—Registration Opens — Mezzanine Floor — Hotel New Yorker

MONDAY, JULY 23

9:00 AM—Exhibits Open

12:00 Noon—Convention Opening Luncheon—Grand Ballroom—Hotel New Yorker

3:30 PM—Special Feature For The Ladies: Ladies Tea And Reception—Grand Ballroom; Special Feature: Ray Dudley, designer of smart hats for women; chamber music; refreshments

TUESDAY, JULY 24

8:00 AM—NAMM Annual Meeting Breakfast—Grand Ballroom Election of Directors; Association Business—Feature Speaker

10:30 AM—Pre-Selling Music Panel—North Ballroom

2:30 PM—High Fidelity Panel—Grand Ballroom

WEDNESDAY, JULY 25

9:00 AM—Special Feature For The Ladies—United Nations Tour —$2.75 per person

9:30 AM—Piano Promotion Panel — Object: To Sell — Grand Ballroom

2:30 PM—Special Feature For Ladies—Downtown New York Tour—Special busses at Hotel New Yorker—$2.75 per person

7:00 PM—Selling More Records Panel — Panel Room — Third Floor

THURSDAY, JULY 26

9:00 AM—Special Feature For The Ladies—United Nations Tour—$2.75 per person

10:00 AM—Band Instruments Panel—Grand Ballroom

7:00 PM—"A Night At Maxims" — Grand Ballroom Suite — Waldorf-Astoria

GIVE YOUR LABEL EVERY OPPORTUNITY FOR MAJOR LABEL COVERAGE WITH THE LARGEST AND MOST PROGRESSIVE INDEPENDENT DISTRIBUTOR IN SO. CALIF.

- WE PROMOTE YOUR MERCHANDISE
- AND SELL LARGE QUANTITIES TOO
- AND LAST BUT NOT LEAST WE PAY ON TIME TO YOU

GORDON WOLF—Vice Pres.

SUNLAND MUSIC CO., INC.

1310 So. New Hampshire

Los Angeles 6, Calif.

Phone: Dunkirk 5-1311

Congratulations to The Cash Box on your

14th Anniversary

STILLMAN – R. ALLEN

The West Coast's Most Modern Pressing Plant Specializing In Injection and Compression Records

7" Children's and 7" 45—Injection or Compression

10" and 12"—Compression

Lowest Prices—Write For Price List

Cadet Record Pressing Co.

146 WEST 37th PLACE LOS ANGELES, CALIF.

A TRIPLE CROWN WINNER . . .

THE CASH BOX
DISK OF THE WEEK

The Billboard
REVIEW SPOTLIGHT

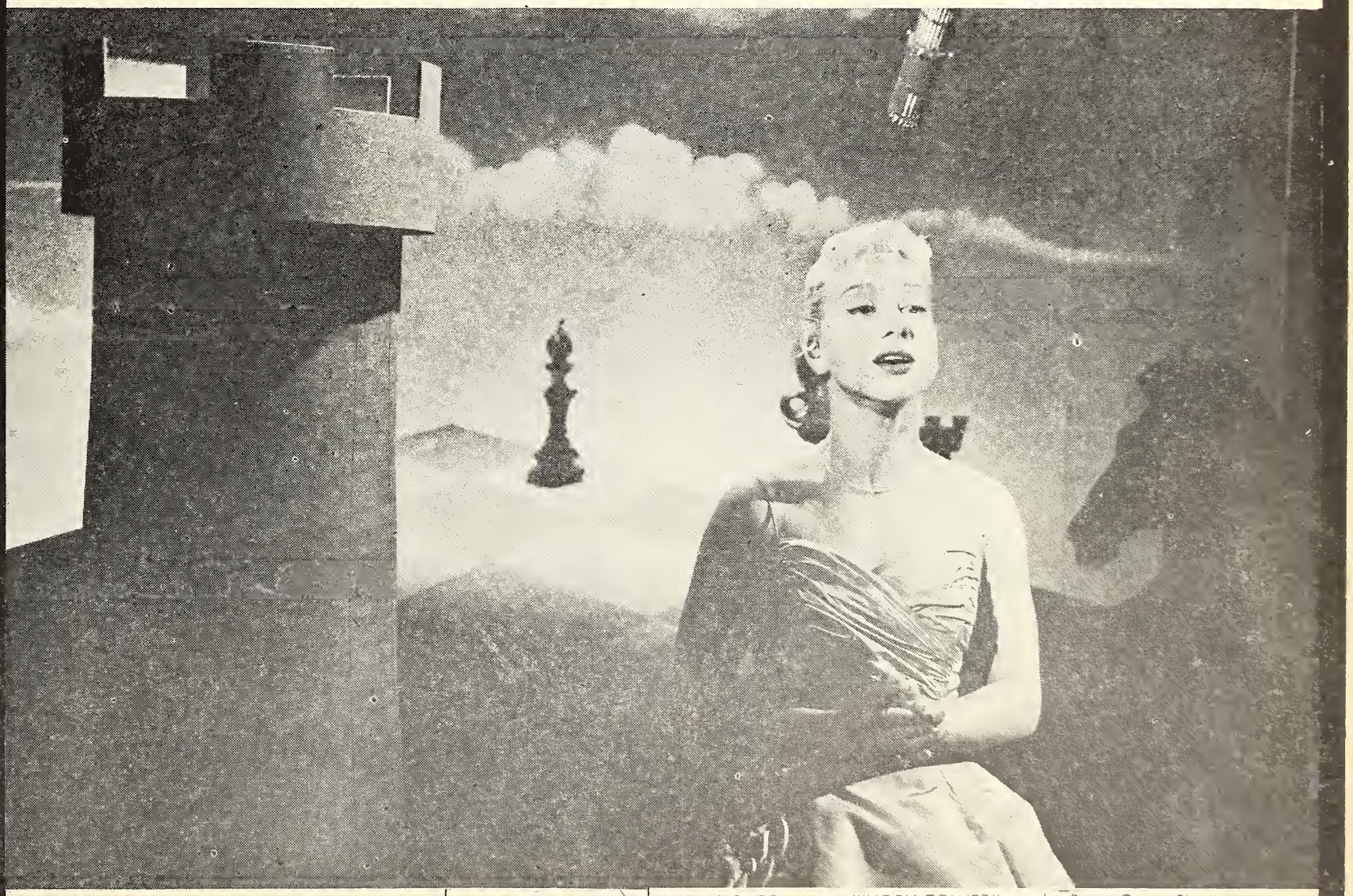
VARIETY
BEST BETS

CATHY CARR

HAS HER SECOND MAJOR HIT

"HEART HIDEAWAY"

F 743



CATHY CARR singing "IVORY TOWER" on the Perry Como Show, June 2nd.

Fraternity RECORDS

FRATERNITY RECORDS

413 RACE ST., CINCINNATI, OHIO



RCA VICTOR presses most independent-label discs that hit the top...yet it costs no more

It's up to you whether your next disc strikes gold—or strikes out. Why take chances, when RCA Victor custom service gives you all these "bonus extras" at no extra cost!

- brilliant sound engineering—fifty years' experience!
- vast facilities—newest equipment to service every need!
- individual attention for all clients—big or small!
- 3 strategically located plants—East, Midwest, and West—to assure fast deliveries plus drop-shipping and warehousing.

Got a hit in the offing? Make it sure! Call RCA Victor Custom Record Sales—today!

RCA VICTOR CUSTOM RECORD SALES

For information concerning other foreign countries, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.—JUdson 6-3800. 155 East 24th Street, New York 10, New York—MURRAY HILL 9-7200 • 445 N. Lake Shore Drive, Chicago 11, Ill.—WHITEHALL 4-3215 • 1017 N. Sycamore Avenue, Hollywood 38, Calif.—HOLLYWOOD 4-5171 • 1525 McGavock Street, Nashville 3, Tenn.—NASHVILLE 5-6691 • 522 Forsyth Building, Atlanta 3, Georgia—JACKSON 4-7703 • In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lenoir Street, Montreal, Quebec.

Album Reviews

ORIGINAL B'WAY CAST

"THE MOST HAPPY FELLA"—Original Broadway Cast—Columbia OL 5118 (1-12" LP)

OVERTURE; OOH; MY FEET; SOMEBODY SOMEWHERE; THE MOST HAPPY FELLA; STANDING ON THE CORNER; JOEY, JOEY, JOEY; ROSABELLA; ABBONDANZA; SPOSALIZIO; DON'T CRY; HAPPY TO MAKE YOUR ACQUAINTANCE; BIG "D"; HOW BEAUTIFUL THE DAYS; WARM ALL OVER; I LIKE EVERYBODY; MY HEART IS SO FULL OF YOU; MAMA, MAMA; SONG OF A SUMMER NIGHT; I MADE A FIST; FINALE.

Such musical productions as "Porgy And Bess", "Oklahoma" and "Carousel" displayed a tendency for the American musical play to approximate an operatic form. Frank Loesser's most ambitious project, "The Most Happy Fella", has come about as close as one can get in integrating musical comedy and operatic techniques. The score includes duets, quartets and arias, all achieved with surprising deftness by a composer who had previously limited himself strictly to pop music. Loesser's score is delightfully melodic and in the hands of Robert Weede, Jo Sullivan and Art Lund the music is superbly rendered. In the "pop" category tunes like "Big 'D'", "Somebody Somewhere" and "Standing On The Corner" keep Loesser's high standards in Shubert Row intact. The rousing "Abbondanza", the charming quartet, "How Beautiful The Days" and the lovers' duet "My Heart Is So Full Of You" has uncovered a composer with fine, serious music resources. This particular release contains the highlights from the three disks, complete with (dialogue too) version of this unique offering. The package is already a chart item and should realize tremendous sales.

POPULAR

"AROUND WE GO . . !"—Lawrence Welk And His Champagne Music—Decca DL 8323 (1-12" LP)

BUBBLES IN WINE; JOSEPHINE; KENTUCKY WALTZ; CANADIAN CAPERS; GUITAR POLKA; MY PRETTY GIRL; SOUTH; LADY PLAY YOUR MANDOLIN; NOBODY KNOWS; BYE BYE BLUES; DOIN' YOU GOOD; YOU ARE MY SUNSHINE.

The motto of Lawrence Welk might well be, "Nothing Succeeds Like Success". With practically every Welk release a sure chart item, the orchestra leader continues to apply the same formula with each new package entry—familiar favorites set to a folksy bounce. "Around We Go . . !", played mostly in fox trot tempo, features reliable oldies as "Bye Bye Blues" and "You Are My Sunshine". All Welk pressings are musts for dealers' shelves.

"OUR LOVE AFFAIR" . . ."—Tony Martin—Decca DL 8287 (1-12" LP)

OUR LOVE AFFAIR; ALL THE THINGS YOU ARE; A HANDFUL OF STARS; I HAD THE CRAZIEST DREAM; DOES YOUR HEART BEAT FOR ME?; TONIGHT WE LOVE; FOOLS RUSH IN; PERFIDIA; DON'T TAKE YOUR LOVE FROM ME; IT'S A BLUE WORLD; I'LL NEVER SMILE AGAIN; I GUESS I'LL HAVE TO DREAM THE REST.

Tony Martin, whose popularity has been on the top star level for a number of years, is heard on 12 of his early waxings for Decca. Tony's forte is the ballad and his big voice is used to good advantage on the selections. Though most of the melodies are familiar today there are some that have been woefully neglected. Remember "I Had The Craziest Dream Last Night" and "I Guess I'll Have To Dream The Rest"? Tony's fans should welcome a release featuring the singer's fine vocal accomplishments of a few years back.

"THE HAPPY MINSTRELS"—Art Mooney And His Orchestra—MGM E3431 (1-12" LP)

The current "revival" of minstrel performances via recordings continues with a presentation by Art Mooney's popular aggregation. A few years back folks got a sampling of Mooney's minstrel-like technique with one of all-time disk successes, "I'm Looking Over A Four Leaf Clover". The latter tune plus 25 other oldies are performed here in a manner reminiscent of the bygone vaudeville attraction. Mooney makes excellent use of the almost inexhaustible methods that were used to render material by including, among other forms, the Barber Shop Quartet, choir, band, and banjo. This type of recording has already proved extremely popular with package purchasers and Mooney's Minstrel Show should make its way on the lists shortly.

"ROMANCE AND RHYTHM"—The Orchestras of Stanley Black, Frank Chacksfield, Robert Farnon; Ted Heath—London MS-2 (1-12" LP)

ANDALUSIA; PERFIDIA; BEWITCHED; MEAN TO ME; SANTA LUCIA; MADEMOISELLE DE PARIS; I'M A DREAMER; TWO LITTLE GIRLS IN BLUE; THE WAY YOU LOOK TONIGHT; MANHATTAN; THEY DIDN'T BELIEVE ME; LOVE IS HERE TO STAY.

The four English orchestras, here, have recorded a total of thirty-six sets for London and the firm has planned a big dealer push for all of them. This limited edition demonstrator features three selections by each of the popular orks and retails at a tempting $1.98. Most of the selections aim at a mood audience but the three Ted Heath numbers (i.e. "They Didn't Believe") are closer to the jazz crowd. Dee Jays across the nation are being sent the set, thus assuring valuable air-play. The price, of course, will be a major sales draw.

"NIGHT MOODS"—The Gregory-Preager Orchestra—MGM 3384 (1-12" LP)

THE GOODNIGHT WALTZ; EVERMORE; FORGET ME NOT WALTZ; RESIGNATION; AWAKENING, TANGO CAPRICCIOSO; ALWAYS YOU; SEVILLA; TODAY AND EVERYDAY; BRIDGE OF LOVE; LORRAINE; THE WATERMILL.

From the melodic Chopin nocturnes to the lushness of present-day mood orchestras, the night has always been a source for musical expression. England's Gregory-Preager ork performs 12 items designed to evoke the romantic nocturnal mood. The full orchestra has a solid string section that's put to good use on such numbers as "Sevilla" and a charming melody, "Resignation". Here's a desirable mood music waxing.

"CRY MY LOVE"—Serena Shaw—Rama RLP 5001 (1-12" LP)

SOLITARY BLUES; YOU GO TO MY HEAD; BLUE PRELUDE; ST. LOUIS BLUES; BALI HAI; I GOTTA RIGHT TO SING THE BLUES; TABOO; SOLITUDE; IT'S A LAZY AFTERNOON; WILLOW WEEP FOR ME; KISS ME; LOVE FOR SALE.

Being different is one sure way to attract attention—and being refreshingly different is a sure way to hold on to the attention gathered. Serena Shaw is a song stylist whose slow phrasing creates excitement and a wide vocal range accounts for unique jazz flavoring. Her individualized treatment of such enduring numbers as "Bali Hai" and "Love For Sale" will keep the listener almost hypnotically glued to the phono's speaker. The accompaniment expertly follows Miss Shaw's vocal moods. Looking for something out of the ordinary? Rama has it.

Album Reviews

"PARIS REVISITED"—Songs By Yvette Giraud And Les Quartre De Paris—Capitol T10036 (1-12" LP)

CHOISIS TON METIER; SI TU NE VEUX PAS DE MON AMOUR; LES PLANTEUR DE TAHITI; LE MUSICIEN; SAMBA FANTASTIQUE; PINSON SERENADE; SI TU ES JOLIE; AH! LES PETITES FEMMES; I LOVE PARIS; LES ENCHAINES; PETITE INDIEN; MON PETIT FICHU.

A pleasant recording brings to America a popular French vocalist and Quartet. Yvette Giraud has a sweet and full voice that's well suited to the French ballad. "Les Quartre De Paris" is an engaging instrumental-vocal group with a sizeable amount of energy and novelty. Two familiar tunes on the disk are "I Love Paris" and "Unchained Melody". The lure of Paris will be the set's principal sales appeal.

"AROUND THAT TIME . . . "—Billy Daniels—Russ Case And His Orchestra—Benny Payne At The Piano—Mercury MG 20104 (1-12" LP)

YOU BETTER GO NOW; DON'T TAKE YOUR LOVE FROM ME; HOW DEEP IS THE OCEAN; DAY IN, DAY OUT; IF I SHOULD LOSE YOU; THE THRILL IS GONE; THAT OLD BLACK MAGIC; DIANE; LADY OF THE EVENING; IF I COULD BE WITH YOU; I CONCENTRATE ON YOU; I NEVER KNEW.

Seeing Billy Daniels wriggle in and out of a tune is a major part of his success story in show business. But, Daniels also has voice—and quite an expressive one at that. This Mercury release features Daniels in 12 romantic ballads including the one he is best associated with, "That Old Black Magic". Aside from the highly rhythmic rendition of the latter song, Daniels is on the whole in a relaxed mood. Here's the vocal Billy Daniels and it's a pleasure to have his smooth delivery stressed. Billy's solid following should make the disk major dealer stock.

"THE MOST BEAUTIFUL GIRL IN THE WORLD"—Ted Straeter And His Orchestra—MGM E3392 (1-12" LP)

THE MOST BEAUTIFUL GIRL IN THE WORLD; LOVELY TO LOOK AT; TOO MARVELOUS FOR WORDS; THE WAY YOU LOOK TONIGHT; EV'RYTHING I LOVE; THE SONG IS YOU; MY FUNNY VALENTINE; ALL THE THINGS YOU ARE; MY ROMANCE; AT LAST! AT LAST!; DAY IN, DAY OUT; EASY TO LOVE.

Ted Straeter, the suitable synonym for everything that represents big town sophistication, performs in an enlargement of a previous MGM 10 incher. The tunes Straeter selects for his pressing are continually high grade numbers and the listener will find the entertainer's record intact on this entry. Straeter divides the material, singing some in his own distinctive style, and lushly playing others on the keyboard backed by the ork. Excellent mood disk by a steady selling artist.

GOSPEL

"MAHALIA JACKSON"—Grand Award G.A. 33-326 (1-12" LP)

I BELIEVE; AMAZING GRACE; NO MATTER HOW YOU PRAY; I HAVE A FRIEND; IT'S NO SECRET; I'M GONNA TELL GOD; IN MY HOME OVER THERE; GET AWAY JORDON; SINCE THE FIRE STARTED; CONSIDER ME; I'M GOING TO WAIT UNTIL MY CHANGE COMES; TIRED.

Getting to the heart of the matter has been Mahalia Jackson's solid achievement in her distinguished career as one of the foremost Gospel singers in the world. Hardly any area of music deserves a singer's complete sincerity and feeling as does the Gospel song. On this Grand Award release, Mahalia is heard in many of her most spirited and touching renditions of mostly authentic inspirational melodies. Here are the essentials of jazz sung by a gifted lady of song. Mahalia's impressive following should result in hearty sales for this set.

CLASSICAL

BRAHMS: Symphony No. 2, In D, Op. 73—Tragic Overture, Op. 81—Boston Symphony Orchestra—RCA Victor LM-1959 (1-12" LP)

The distinguished Boston Symphony Orchestra, now in its seventy-fifth year, offers a superior performance of the Brahms staple, the "Symphony No. 2." Its prolific melodies and lyrical nature are warmly conveyed by the orchestra under conductor Charles Munch. As an extra-dividend, the package also features another popular Brahms' opus, the "Tragic Overture". The latter factor should be a convincing sales point for this worthy package.

RACHMANINOFF: Variations On A Theme Of Chopin, Op. 22—Variations On Theme Of Corelli-Bernhard Weiser, Piano—MGM E3250 (1-12" LP)

These two inventive works by Rachmaninoff were each based on Chopin's "Prelude No. 20 in C Minor" and Corelli's "Sonata No. 12". Recorded under the blessings of The Rachmaninoff Society, these clever and intricate piano pieces offer imaginative evidence of Rachmaninoff's complete mastery over the keyboard's musical powers. Pianist Bernhard Weiser beautifully overcomes a difficult task with keen expression, determination and vitality. Both are rarely recorded pieces that the classical coterie should find extremely desirable.

JAZZ

"GEORGE WETTLING'S JAZZ TRIOS"—George Wettling, Drums—Gene Schroeder, Piano—PeeWee Russell, Clarinet—Lou McGarity, Trombone—"Wild Bill" Funaro, Cornet—Kapp KL-1028 (1-12" LP)
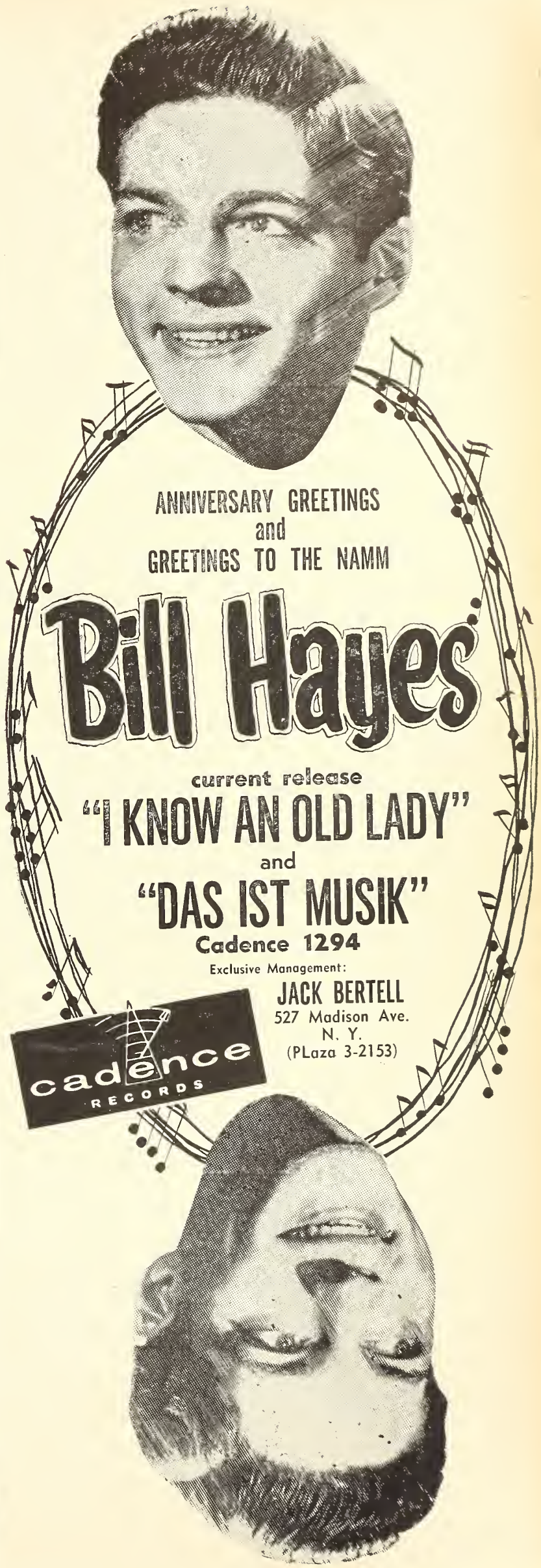
ROSE ROOM; LOUISE; SOON; SAVE IT PRETTY MAMA; OLD FOLKS; PENNIES FROM HEAVEN; PLEASE BE KIND; I WOULD DO ANYTHING FOR YOU; THE LADY'S IN LOVE WITH ME; SHINE; I'M IN THE MARKET FOR YOU; BYE AND BYE.

An essentially Dixieland approach using the services of three trios makes this Kapp pressing a bright offering for jazz fans. With drummer George Wettling and pianist Gene Schroeder the only artists in all the trios, there are shifts among the remaining performers. The evergreen material is handled in a particularly efficient Dixieland style by the crew. PeeWee Russell's sugary clarinet and Lou McGarity's oft-times scorching trombone help make the goings-on a delectable Dixieland treat. The disk is a better jazz effort.

"THE ART FARMER QUINTET"—Art Farmer, Trumpet—Gigi Gryce, Alto Sax—Duke Jordan, Piano—Addison Farmer, Bass—Philly Joe Jones, Drums—Prestige LP 7017 (1-12" LP)

FORECAST; EVENING IN CASABLANCA; NICA'S TEMPO; SATELLITE; SANS SOUCI; SHABOZZ.

It's a swing story throughout this Prestige pressing by the closely knit Art Farmer Quintet. The boys go all out on six cleverly devised tunes of which five were created by alto sax man Gigi Gryce. "Forecast" (by pianist Duke Jordan) and "Satellite" are two sessions that make the air quiver with laudable swing excitement. The platter constantly maintains well balanced sound. Solid entry for the modern jazz following.



DISK JOCKEYS ATTENTION

THE

"ELCO GAG FILE"

Formerly: "D-J LINERS"—THE ONLY EXPANDING FILE OF:

HUMOR!
GAGS!
PHILOSOPHY!
ODDITIES!

Write for Full Particulars!
(Sample Copy $1)

ELCO ENTERPRISES
109 N. Dearborn St., Chicago 2, Ill.
(Phone: STate 2-5505-6;
Evenings: ARdmore 1-5220)

"A Salute To Eddy Duchin"

(From the Columbia Picture: "The Eddy Duchin Story")



FEATURING

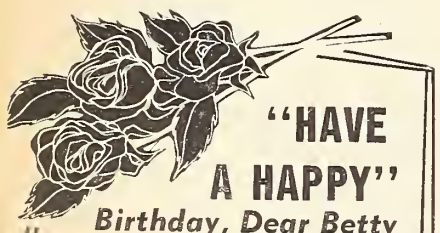
David Le Winter

AND HIS ORCHESTRA

Mercury Album MG-20134

For over ten years at Chicago's World Famous "Pump Room" of the Ambassador East Hotel.

— Personal Management —
GABBE, LUTZ & HELLER



"HAVE A HAPPY"

Birthday, Dear Betty
Love,
Sam

DOUGLAS PUBLISHING
153 W. 57th St., N. Y. 19, N. Y.

Thanks DJ's and Ops

"MIND IF I MAKE LOVE TO YOU"

Mercury 20899

?

LEN DRESSLAR

Dealers Say Victor's Save-On-Records Plan Is Traffic Builder



By LAWRENCE W. KANAGA

It always has been our contention at RCA Victor that a record company can only be as strong as its dealer structure. That is why we had one primary thought in mind when we introduced the "Save-On-Records" plan last March—building traffic for our dealers.

We were confident at the outset of the plan that we were presenting one of the greatest merchandising concepts to be made available in any industry. Today our confidence in SOR has been more than upheld. A check of our dealers throughout the country indicated that more customers are visiting their stores than ever before on a regular monthly basis.

SOR is a comparatively simple plan. The customer bought a $3.98 booklet containing 27 coupons from his dealer. The first coupon immediately entitled him to any $3.98 RCA Victor album in the store. The additional coupons enable him to buy one classical and one popular pre-selected $3.98 album at $2.98 each month for a year at his dealer. In addition the customers receive free bonus records in July and October right at his dealer counter.

Apart from our own findings, there is an abundance of impartial evidence as to the dealer acceptance of our "Save-On-Records" plan. Here are some excerpts from letters to the editor in a recent issue of Record and Sound Retailing:

"Record clubs are increasing at an alarming rate but if the other maor companies will follow some type of competitive set-up such as RCA Victor is trying out, record dealers will still be all right."

"With our own record club and the RCA-Victor Save-On-Records coupon book, we expect to do volume business this year."

We literally have received scores of unsolicited letters from dealers in all sections of the country which state without reservation that there has been a steady increase in customer traffic since tthe introduction of the plan. Here are a couple of samples:

". . . members (of the plan) coming into our shop to redeem their monthly coupons invariably become interested in other merchandise and seldom leave without spending more than the $2.98 they came prepared to give us."

". . . we do find that most customers buy extra records and it gives an opportunity to work on them."

". . . The customer reaction to this offering has been very favorable and will continue so long as the coupon releases are desirable items. This promotion . . . will have a long-range effect on the record buying public as, in my opinion, the 'pop' buyer will find it hard to resist a bargain and will buy the classical release, thereby being exposed to an entirely new field and the same will be true of the classical buyer . . ."

This type of reaction from the field strengthens our belief at RCA Victor that, given an opportunity, the dealer will outperform any other type of record distribution.

Disk Jockey

REGIONAL RECORD REPORTS

Ira Cook
KMPC—Los Angeles, Calif.
1. Wayward Wind (Gogi Grant)
2. Moonglow & Picnic (G. Cates)
3. I Almost Lost My Mind (Pat Boone)
4. Standing On The Corner (Four Lads)
5. On The Street Where You Live (Vic Damone)
6. Ivory Tower (Gale Storm)
7. Born To Be With You (Chordettes)
8. She Loves Me, She Loves Me Not (Nick Noble)
9. More (Perry Como)
10. Allegheny Moon (Patti Page)

Gene Stuart
WAVZ—New Haven, Conn.
1. On The Street Where You Live (Vic Damone)
2. Whatever Will Be, Will Be (Doris Day)
3. You're Sensational (Sinatra)
4. Portuguese Washerwoman (Joe Carr)
5. Strange (Jackie Paris)
6. Old Philosopher (Lawrence)
7. Glendora (Perry Como)
8. Mama Teach Me To Dance (Eydie Gorme)
9. Give Us This Day (J. James)
10. Fabulous Character (Vaughan)

John Ademy
WCAO—Baltimore, Md.
1. Standing On The Corner (Four Lads)
2. On The Street Where You Live (Vic Damone)
3. Wayward Wind (Gogi Grant)
4. Allegheny Moon (Patti Page)
5. Glendora (Perry Como)
6. Canadian Sunset (Winterhalter & Heywood)
7. My Prayer (Platters)
8. Moonglow & Picnic (Stoloff)
9. My Little Angel (Four Lads)
10. B-I-N-G-O (Pat Boone)

Tal Hood
WFGM—Fitchburg, Mass.
1. My Prayer (Platters)
2. Whatever Will Be, Will Be (Doris Day)
3. More (Perry como)
4. Stranded In The Jugle (Jayhawks)
5. That's All There Is To That (Nat Cole)
6. Canadian Sunset (Hugo Winterhalter)
7. Fever (Little Willie John)
8. Get Me To The Church On Time (Julius La Rosa)
9. I Only Know I Love You (Four Aces)
10. Give Us This Day (J. James)

Jim Williams
WWSW—Pittsburgh, Pa.
1. Be-Bop-A-Lula (G. Vincent)
2. Allegheny Moon (Patti Page)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. Woe Is Me (Cadillacs)
5. More (Perry Como)
6. Whatever Will Be, Will Be (Doris Day)
7. Sweet Old Fashioned Girl (Teresa Brewer)
8. Born To Be With You (Chordettes)
9. My Prayer (Platters)
10. I Almost Lost My Mind (Pat Boone)

Bill Walters
WDUZ—Green Bay, Wisc.
1. I Almost Lost My Mind (Pat Boone)
2. I'm In Love Again (Domino)
3. Glendora (Perry Como)
4. My Prayer (Platters)
5. It Only Hurts For A Little While (Ames Bros.)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. I Look At You (Lassies)
8. Wayward Wind (Gogi Grant)
9. Whatever Will Be, Will Be (Doris Day)
10. Allegheny Moon (Patti Page)

Bob Day
WNIX—Springfield, Vt.
1. Born To Be With You (Chordettes)
2. Let's Write Our Own Love Story (Four Voices)
3. On The Street Where You Live (Vic Damone)
4. Enchanted (Jerry Vale)
5. Somebody Up There Likes Me (Perry Como)
6. I'm Gonna Steal You Away (Dean Martin)
7. Glendora (Perry Como)
8. Never Turn Back (Al Hibbler)
9. Standing On The Corner (Four Lads)
10. Canadian Sunset (Winterhalter & Heywood)

Harry Downie
WICC—Bridgeport, Conn.
1. I Almost Lost My Mind (Pat Boone)
2. Wayward Wind (Gogi Grant)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. Whatever Will Be, Will Be (Doris Day)
5. More (Perry Como)
6. I'm In Love Again (Domino)
7. That's All There Is To That (Nat Cole)
8. Standing On The Corner (Four Lads)
9. Dino (Mary Small)
10. Old Love Letters (L. Conetta)

Ted Donay
KCNA—Tucson, Ariz.
1. I Want You, I Need You, I Love You (Elvis Presley)
2. Wayward Wind (Gogi Grant)
3. I Almost Lost My Mind (Pat Boone)
4. Moonglow & Picnic (G. Cates)
5. I'm In Love Again (Domino)
6. More (Perry Como)
7. Born To Be With You (Chordettes)
8. Be-Bop-A-Lula (G. Vincent)
9. Stranded In The Jungle (Cadets)
10. Ape Call (Nervous Norvus)

Johnny Fairchild
KTMS—Santa Barbara, Calif.
1. Picnic (George Cates)
2. Wayward Wind (Gogi Grant)
3. Angel (Artie Wayne)
4. That Certain Feeling (Bailey)
5. Free (Tommy Leonetti)
6. I Almost Lost My Mind (Pat Boone)
7. A Beautiful Friendship (Ella Fitzgerald)
8. Rockin' Ghost (Archie Bleyer)
9. Treasure Of Love (McPhatter)
10. You're Sensational (N. Noble)

Ed McKenzie
WXYZ—Detroit, Mich.
1. Soft Summer Breeze (Eddie Heywood)
2. Canadian Sunset (Winterhalter & Heywood)
3. Be-Bop-A-Lula (Gene Vincent)
4. Whatever Will Be, Will Be (Doris Day)
5. Wayward Wind (Gogi Grant)
6. My Prayer (Platters)
7. I Want You, I Need You, I Love You (Elvis Presley)
7. I Almost Lost My Mind (Pat Boone)
8. You Don't Know Me (J. Vale)
9. I'm In Love Again (Domino)
10. Moonglow & Picnic (G. Cates)

Alan Saunders
WVNJ—Newark, N. J.
1. On The Street Where You Live (Vic Damone)
2. Portuguese Washerwoman (Joe Carr)
3. Standing On The Corner (Four Lads)
4. Happy Whistler (Robertson)
5. Sweet Old Fashioned Girl (Teresa Brewer)
6. Golden Baton (Dick Jacobs)
7. Allegheny Moon (Patti Page)
8. Love, Love, Love (Clovers)
9. My Prayer (Platters)
10. Whatever Will Be, Will Be (Doris Day)

Paul Coburn
KOL—Seattle, Wash.
1. My Prayer (Platters)
2. Born To Be With Yuo (Chordettes)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. Whatever Will Be, Will Be (Doris Day)
5. Be-Bop-A-Lula (Gene Vincent)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. Love, Love, Love (Diamonds)
8. Kadey Song (A. & D. Todd)
9. Angel (Artie Wayne)
10. Magic Melody (Costa/Gibson)

Johnny Edwards & Ken Collins
KXYZ—Houston, Tex.
1. Be-Bop-A-Lula (G. Vincent)
2. Love, Love, Love (Clovers)
3. Whatever Will Be, Will Be (Doris Day)
4. Ready Teddy (Little Richard)
5. It's Too Late (Chuck Willis)
6. That's All There Is To That (Nat Cole)
7. Fever (Little Willie John)
8. I Almost Lost My Mind (Pat Boone)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. You Don't Know Me (J. Vale)

Vic Aime
WDLC—Port Jervis, N. Y.
1. Wayward Wind (Gogi Grant)
2. On The Street Where You Live (Vic Damone)
3. Moonglow & Picnic (G. Cates)
4. Sweet Old Fashioned Girl (Teresa Brewer)
5. I Almost Lost My Mind (Pat Boone)
6. Golden Baton (Dick Jacobs)
7. Give Us This Day (J. James)
8. Born To Be With You (Chordettes)
9. Whatever Will Be, Will Be (Doris Day)
10. Allegheny Moon (Patti Page)

Bob Holmes
KSJO—San Jose, Calif.
1. Wayward Wind (Gogi Grant)
2. Whatever Will Be, Will Be (Doris Day)
3. On The Street Where You Live (Vic Damone)
4. Tell Me Why (Crewcuts)
5. Somebody Up There Likes Me (Perry Como)
6. My Little Angel (Four Lads)
7. Moonglow & Picnic (Stoloff)
8. Believe In Love (Russ Arno)
9. Allegheny Moon (Patti Page)
10. I'll Be Laughing Tonight (John Leslie)

Dick Gilbert
KTYL—Phoenix, Ariz.
1. Kadey Song (A. & D. Todd)
2. Donkey Cart (F. Chacksfield)
3. Wayward Wind (Gogi Grant)
4. My Little Angel (Four Lads)
5. Graduation Day (Rover Boys)
6. Moonglow & Picnic (G. Cates)
7. Allegheny Moon (Patti Page)
8. Born To Be With You (Chordettes)
9. How Little We Know (Frank Sinatra)
10. Ivory Tower (Gale Storm)

Harry Nigocia
WJBW—New Orleans, La.
1. Wayward Wind (Gogi Grant)
2. Ivory Tower (Cathy Carr)
3. More (Perry Como)
4. Standing On The Corner (Four Lads)
5. Can You Find It In Your Heart (Tony Bennett)
6. I Could Have Danced All Night (Sylvia Syms)
7. On The Street Where You Live (Vic Damone)
8. Moonglow & Picnic (Morris Stoloff)
9. I Almost Lost My Mind (Pat Boone)
10. Glendora (Perry Como)

Joe McCallum
CFRN—Edmonton, Canada
1. Wayward Wind (Gogi Grant)
2. Moonglow & Picnic (G. Cates)
3. Ivory Tower (Cathy Carr)
4. I Almost Lost My Mind (Pat Boone)
5. Standing On The Corner (Four Lads)
6. I'm In Love Again (Domino)
7. On The Street Where You Live (Eddie Fisher)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. Born To Be With You (Chordettes)
10. Heartbreak Hotel (E. Presley)

Jack Gale
WTMA—Charleston, S. C.
1. Moonglow & Picnic (Stoloff)
2. Teen Age Goodnight (Americans)
3. Be-Bop-A-Lulu (G. Vincent)
4. Stranded In The Jungle (Cadets)
5. I Almost Lost My Mind (Pat Boone)
6. Confess (Bonnie Sisters)
7. Wayward Wind (Gogi Grant)
8. Love, Love, Love (Diamonds)
9. Everything Has A Place (Chancelors)
10. Sweet Talk (Bunny Paul)

Gene Whitaker
WNCA—Siler City, N. C.
1. Moonglow & Picnic (Stoloff)
2. Allegheny Moon (Patti Page)
3. I Could Have Danced All Night (Dinah Shore)
4. Midnight Sun (June Christy)
5. On The Street Where You Live (Vic Damone)
6. Graduation Day (4 Freshmen)
7. Can You Find It In Your Heart (Tony Bennett)
8. Wayward Wind (Tex Ritter)
9. Get Me To The Church On Time (Julius La Rosa)
10. Dream Along With Me (Perry Como)

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Disk Jockey

REGIONAL RECORD REPORTS

Robin Seymour
WKMH—Dearborn, Mich.
1. Soft Summer Breeze (Eddie Haywood)
2. Be-Bop-A-Lula (G. Vincent)
3. My Prayer (Platters)
4. Miracle Of Love (E. Rodgers)
5. Lola's Theme (M. Mathieson)
6. Stranded In The Jungle (Cadets)
7. Somebody Up There Likes Me (Perry Como)
8. Mama, Teach Me To Dance (Eydie Gorme)
9. The Fool (Stanford Clark)
10. Ninety-Eight Cents (Mills Bros.)

Lou Barile
WKAL—Rome-Utica, N. Y.
1. My Prayer (Platters)
2. I Almost Lost My Mind (Pat Boone)
3. I Want You, I Need You, I Love You (Elvis Presley)
4. More (Perry Como)
5. Stranded In The Jungle (Jayhawks)
6. Give Us This Day (J. James)
7. Born To Be With You (Chordettes)
8. Treasure Of Love (B. Collins)
9. Dreamer (Four Aces)
10. Allegheny Moon (Patti Page)

"Fearless Frank" Elkins
WDCF—Dade City, Fla.
1. I Almost Lost My Mind (Pat Boone)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Born To Be With You (Chordettes)
4. Wayward Wind (Tex Ritter)
5. Love, Love, Love (Clovers)
6. Be-Bop-A-Lula (Gene Vincent)
7. More (Perry Como)
8. Fever (Little Willie John)
9. Rip It Up (Little Richard)
10. Treasure Of Love (McPhatter)

Arty Kay
WVLK—Lexington, Ky.
1. Born To Be With You (Chordettes)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Wayward Wind (Gogi Grant)
4. Standing On The Corner (Four Lads)
5. It Only Hurts For A Little While (Ames Bros.)
6. Tell Me Why (Storm/Crewcuts)
7. Moonglow & Picnic (Stoloff)
8. My Prayer (Platters)
9. Allegheny Moon (Patti Page)
10. On The Street Where You Live (Vic Damone)

Grady & Hurst
WPFH—Philadelphia, Pa.
1. Give Us This Day (J. James)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Fabulous Character (Sarah Vaughan)
4. I Almost Lost My Mind (Pat Boone)
5. Free (Tommy Leonetti)
6. Stranded In The Jungle (Jayhawks)
7. Far Away Places (4 Tunes)
8. We Go Together (Moonglows)
9. Rip It Up (Little Richard)
10. I Only Know I Love You (Four Aces)

Don Evans
KOPR—Butte, Mont.
1. Wayward Wind (Gogi Grant)
2. Transfusion (Nervous Norvus)
3. On The Street Where You Live (Vic Damone)
4. Glendora (Perry Como)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Solid Gold Cadillac (Bailey)
7. One Kiss (Four Voices)
8. I Could Have Danced All Night (Sylvia Syms)
9. My Prayer (Platters)
10. I Almost Lost My Mind (Pat Boone)

Ken Manley
WGUY—Bangor, Me.
1. My Prayer (Platters)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Be-Bop-A-Lula (Gene Vincent)
4. Treasure Of Love (McPhatter)
5. Rockin' Robert (LaDells)
6. I Almost Lost My Mind (Pat Boone)
7. Sweet Old Fashioned Girl (Teresa Brewer)
8. Will I Always Be Your Sweetheart (Kitty Kallen)
9. Miracle Of Love (E. Rodgers)
10. Whatever Will Be, Will Be (Doris Day)

Steve Cannon
WLOL—Minneapolis, Minn.
1. I Almost Lost My Mind (Pat Boone)
2. Born To Be With You (Chordettes)
3. Glendora (Perry Como)
4. My Prayer (The Platters)
5. Stranded In The Jungle (Jayhawks)
6. Allegheny Moon (Patti Page)
7. On The Street Where You Live (Vic Damone)
8. Que Sera (Doris Day)
9. I'm In Love Again (Domino)
10. Portuguese Washerwoman (Joe "Fingers" Carr)

Denny Sullivan
WFBL—Syracuse, N. Y.
1. Glendora (Perry Como)
2. I Almost Lost My Mind (Pat Boone)
3. Wayward Wind (Gogi Grant)
4. Born To Be With You (Chordettes)
5. Johnny Casanova (J. Morgan)
6. Allegheny Moon (Patti Page)
7. On The Street Where You Live (Vic Damone)
8. It Only Hurts For A Little While (Ames Bros.)
9. My Prayer (Platters)
10. More (Perry Como)

Jackson Lowe
WUST—Washington, D. C.
1. I Could Have Danced All Night (Sylvia Syms)
2. Standing On The Corner (Four Lads)
3. Wayward Wind (Gogi Grant)
4. Can You Find It In Your Heart (Tony Bennett)
5. Moonglow & Picnic (Stoloff)
6. Treasure Of Love (McPhatter)
7. A Casual Look (Six Teens)
8. How Little We Know (Sinatra)
9. I'm In Love Again (Domino)
10. Allegheny Moon (Patti Page)

Robin Bonneau
WTSV—Claremont, N. H.
1. On The Street Where You Live (Vic Damone)
2. Sweet Old Fashioned Girl (Teresa Brewer)
3. Sweet Heartaches (E. Fisher)
4. Standing On The Corner (Four Lads)
5. Whatever Will Be, Will Be (Doris Day)
6. Strangest Romance (P. Page)
7. More (Perry Como)
8. Mama, Teach Me To Dance (Eydie Gorme)
9. I'm Gonna Steal You Away (Dean Martin)
10. No One Home (C. Richards)

Wes Hopkins
KYW—Cleveland, Ohio
1. I Almost Lost My Mind (Pat Boone)
2. On The Street Where You Live (Vic Damone)
3. My Prayer (Platters)
4. Sweet Old Fashioned Girl (Teresa Brewer)
5. More (Perry Como)
6. Born To Be With You (Chordettes)
7. Voices (Fontanes)
8. Ghost Town (Don Cherry)
9. You're Sensational (Sinatra)
10. Soft Summer Breeze (Eddie Heywood)

Vince Brascia
KBMI—Las Vegas, Nevada
1. Wayward Wind (Gogi Grant)
2. I Almost Lost My Mind (Pat Boone)
3. Moonglow & Picnic (Stoloff)
4. Ivory Tower (Cathy Carr)
5. Born To Be With You (Chordettes)
6. Allegheny Moon (Patti Page)
7. On The Street Where You Live (Vic Damone)
8. My Little Angel (Four Lads)
9. More (Perry Como)
10. Walk Hand In Hand (Tony Martin)

Dick Winters
WXLW—Indianapolis, Ind.
1. Little Leaguer (Art Kassell)
2. Stranded In The Jungle (Cadets)
3. I Know An Old Lady (Haynes/Wilson)
4. Born To Be With You (Chordettes)
5. Railroadin' Man (Disney Film)
6. Don't Cry (Skyscrapers)
7. Gaby (Jack Carroll)
8. Rockin' Ghost (Archie Bleyer)
9. My One And Only Love (Jimmy Hilliard)
10. Clay Idol (Betty Johnson)

Frank Gordon Tucker
WCOV—Montgomery, Ala.
1. Moonglow & Picnic (Stoloff)
2. Wayward Wind (Gogi Grant)
3. On The Street Where You Live (Vic Damone)
4. Born To Be With You (Chordettes)
5. Portuguese Washerwoman (Joe Carr)
6. I Never Knew (Don, Dick And Jimmy)
7. Tell Me Why (Crewcuts)
8. Make Me A Child Again (Frankie Laine)
9. My Prayer (Platters)
10. In Self Defense (B. Brummels)

Bob N. Perry
WQAM—Miami, Fla.
1. Moonglow & Picnic (Stoloff)
2. I Almost Lost My Mind (Pat Boone)
3. Allegheny Moon (Patti Page)
4. Glendora (Perry Como)
5. My Prayer (Platters)
6. Whatever Will Be, Will Be (Doris Day)
7. Happy Whistler (Robertson)
8. It Only Hurts For A Little While (Ames Bros.)
9. I'm In Love Again (Domino)
10. On The Street Where You Live (Vic Damone)

Bert Solitaire
KRE—Berkeley, Calif.
1. Allegheny Moon (Patti Page)
2. Picnic (McGuires)
3. Born To Be With You (Chordettes)
4. Too Close For Comfort (Eydie Gorme)
5. Whatever Will Be, Will Be (Doris Day)
6. Te Amo (Dick Jacobs)
7. Walk Hand In Hand (Martin)
8. Glendora (Perry Como)
9. Every Sunday Morning (Kaye)
10. Midnight Blues (Jane Morgan)

"Slim Jim" Stevens
WLLH—Lowell, Mass.
1. Moonglow & Picnic (Cates/Stoloff)
2. Wayward Wind (Gogi Grant)
3. Standing On The Corner (Four Lads)
4. Happy Whistler (Robertson)
5. On The Street Where You Live (Vic Damone)
6. Portuguese Washerwoman (Joe Carr)
7. Allegheny Moon (Patti Page)
8. Poor Pianist Of Paris (Elgart)
9. I Could Have Danced All Night (Rosemary Clooney)
10. Can You Find It In Your Heart (Tony Bennett)

Monty Hoyt
KOCY—Oklahoma City, Okla.
1. Be-Bop-A-Lula (G. Vincent)
2. Stranded In The Jungle (Cadets)
3. I Almost Lost My Mind (Pat Boone)
4. On The Street Where You Live (Vic Damone)
5. Born To Be With You (Chordettes)
6. Transfusion (Nervous Norvus)
7. I'm In Love Again (Domino)
8. More (Perry Como)
9. Heaven On Earth (Platters)
10. When My Dreamboat Comes Home (Fats Domino)

George Pennell
WHIL—Medford, Mass.
1. I Want You, I Need You, I Love You (Elvis Presley)
2. Miracle Of Love (E. Rodgers)
3. Give Us This Day (J. James)
4. My Prayer (Platters)
5. Ghost Town (Don Cherry)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. Make Me A Child Again (Frankie Laine)
8. Faith Unlocks The Door (Roberta Sherwood)
9. Pray (Billy Williams)
10. Bingo (Pat Boone)

Frosty Mitchell
KWWL—Cedar Falls, Iowa
1. Wayward Wind (Gogi Grant)
2. On The Street Where You Live (Vic Damone)
3. I Almost Lost My Mind (Pat Boone)
4. I Spy (Penny Smith)
5. Born To Be With You (L. Dee)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. Maritana (Russ Carlyle)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. Angel (Artie Wayne)
10. Allegheny Moon (Patti Page)

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.

For The
Finest Record Distribution In
Southern California—It's

CENTRAL RECORD SALES CO.

Jim Warren — Jack Andrews

2104 W. Washington Blvd.

Los Angeles — California

REpublic 1-8273

BEECH RECORDS, INC.
Newest Of The Independent Labels
Salutes
The Cash Box
On Its 14th Anniversary

DJ's - OPERATORS - DEALERS
Looking For Hits?
Watch For Our 1st Release!
"HOT TEARS"
b/w
"FOUR BARE WALLS"
by
EDDIE THOMAS and his Bar-B-Q Boys
BEECH 711

BEECH RECORDS, INC.
Beverly Cherner, Pres.
1650 Broadway, N. Y., N. Y.
(PLaza 7-0474)

Congratulations CASH BOX

on your

14th WHIRLWIND YEAR

SEE YOU AT THE NAMM

Sid Talmadge Bob Stern

Record Merchandising Co.

2580 West Pico Blvd.

Los Angeles California

Sparton RECORDS

extend Congratulations and Best Wishes to The Cash Box 14th Anniversary

"CANADA'S FASTEST GROWING LABEL"

HEAD OFFICE
P.O. BOX 5035
LONDON-CANADA

FACTORY BRANCHES
TORONTO
MONTREAL

"COAST-TO-COAST DISTRIBUTION"

SPARTON OF CANADA LTD.

Best Selling Pop Albums

		Pos. Last Week
1.	MY FAIR LADY BROADWAY CAST (Columbia OL 5090)	1.
2.	CALYPSO HARRY BELAFONTE (RCA Victor LPM 1248 EPA 1248)	2.
3.	SONGS FOR SWINGING LOVERS FRANK SINATRA (Capitol W 653, EAP 653)	4.
4.	ELVIS PRESLEY ELVIS PRESLEY (RCA Victor LPM 1254; EPB 1254)	3.
5.	THE KING AND I MOVIE CAST (Capitol W 740; EAP 740)	7.
6.	THE MOST HAPPY FELLA BROADWAY CAST (Columbia OL 5118)	18.
7.	THE PLATTERS THE PLATTERS (Mercury MG-20146)	9.
8.	OKLAHOMA MOVIE CAST (Capitol SAO 595; SDM 595)	10.
9.	THE EDDY DUCHIN STORY MOVIE SCORE (Decca DL 8289)	14.
10.	CAROUSEL MOVIE CAST (Capitol W 694; EDM 694)	5.
11.	ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK (Verve V-4001, 2)	12.
12.	SAY IT WITH MUSIC LAWRENCE WELK (Coral CRL 57041; EC 82027)	21.
13.	BELAFONTE HARRY BELAFONTE (RCA Victor LPM 1150; EPB 1150; EPA 693, 4, 5)	8.
14.	PICNIC MOVIE SCORE (Decca DL 8320; ED 846)	6.
15.	BUBBLES IN THE WINE LAWRENCE WELK (Coral CRL 57038)	17.
16.	LONELY GIRL JULIE LONDON (Liberty LRP 3012)	15.
17.	GENTLEMEN BE SEATED (MINSTREL SHOW) (Epic LN 3238)	13.
18.	FOUR FRESHMEN AND 5 TROMBONES FOUR FRESHMEN (Capitol T 683; EAP 683)	16.
19.	CASTLES IN SPAIN MICHEL LE GRAND (Columbia CL 888; B 888)	11.
20.	MUSIC FROM MY FAIR LADY PERCY FAITH (Columbia OL 895; B 895)	23.
21.	HIGH SOCIETY FILM SOUNDTRACK (Capitol W 750; EDM 750)	—
22.	NIGHT WINDS JACKIE GLEASON (Capitol W 717; EAP 717)	19.
23.	WALTZES OF IRVING BERLIN MANTOVANI (London LL 1452)	20.
24.	SONGS OF THE SOUTH NORMAN LUBOFF CHOIR (Columbia CL 860)	—
25.	THE MAN WITH THE GOLDEN ARM MOVIE SCORE (Decca DL 8257; ED 2335, 6, 7)	22.

Juke Box Regional Record Report

The Top Ten Records — City by City

Cleveland, Ohio
1. My Prayer (Platters)
2. I Almost Lost My Mind (Pat Boone)
3. 8e-8op-A-Lula (Gene Vincent)
4. On The Street Where You Live (Vic Damone)
5. Stranded In The Jungle (Cadets/Jayhawks)
6. More (Perry Como)
7. Fever (Little Willie John)
8. Soft Summer Breeze (Eddie Heywood)
9. Sweet Old Fashioned Girl (Teresa Brewer)
10. Moonglow & Picnic (G. Cates)

New York, N. Y.
1. Wayward Wind (Gogi Grant)
2. My Prayer (Platters)
3. Moonglow & Picnic (Stoloff)
4. On The Street Where You Live (Vic Damone)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. I Almost Lost My Mind (Pat 8oone)
7. Standing On The Corner (Four Lads)
8. I'm In Love Again (Domino)
9. Glendora (Perry Como)
10. Born To 8e With You (Chordettes)

Miami, Fla.
1. Wayward Wind (Gogi Grant)
2. I Almost Lost My Mind (Pat 8oone)
3. Be-Bop-A-Lula (Gene Vincent)
4. My Prayer (Platters)
5. Whatever Will 8e, Will Be (Doris Day)
6. Allegheny Moon (Patti Page)
7. Moonglow & Picnic (G. Cates)
8. On The Street Where You Live (Vic Damone)
9. Theme From The Proud Ones (Riddle/Three Sons)
10. Standing On The Corner (Four Lads)

Denver, Colo.
1. Born To Be With You (Chordettes)
2. I Almost Lost My Mind
3. Wayward Wind (Gogi Grant)
4. Picnic (McGuires)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Transfusion (Nervous Norvus)
7. Walk Hand In Hand (Martin)
8. More (Perry Como)
9. I Want You To 8e My Girl (Teen Agers)
10. Standing On The Corner (Four Lads)

Detroit, Mich.
1. Soft Summer 8reeze (Eddie Heywood)
2. 8e-8op-A-Lula (Gene Vincent)
3. Canadian Sunset (Winterhalter & Heywood)
4. I Almost Lost My Mind (Pat Boone)
5. Whatever Will Be, Will 8e (Doris Day)
6. My Prayer (Platters)
7. Allegheny Moon (Patti Page)
8. I'm In Love Again (Domino)
9. Wayward Wind (Gogi Grant)
10. You Don't Know Me (J. Vale)

Houston, Tex.
1. 8e-8op-A-Lula (Gene Vincent)
2. Love, Love, Love (Clovers)
3. Whatever Will Be, Will 8e (Doris Day)
4. Ready Teddy (Little Richard)
5. I Almost Lost My Mind (Pat Boone)
6. You Don't Know Me (J. Vale)
7. That's All There Is To That (Cole & Four Knights)
8. It's Too Late (Chuck Willis)
9. Sweet Old Fashioned Girl (Teresa Brewer)
10. Fever (Little Willie John)

Memphis, Tenn.
1. Wayward Wind (Gogi Grant)
2. Love, Love, Love (Clovers)
3. I Almost Lost My Mind (Pat Boone)
4. Whatever Will Be, Will 8e (Doris Day)
5. 8e-8op-A-Lula (Gene Vincent)
6. Born To Be With You (Chordettes)
7. Moonglow & Picnic (Stoloff)
8. Shanty In Old Shanty Town (Somethin' Smith)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. You Don't Know Me (McRae)

Kansas City, Mo.
1. I Almost Lost My Mind (Pat Boone)
2. 8orn To 8e With You (Chordettes)
3. 8e-8op-A-Lula (Gene Vincent)
4. More (Perry Como)
5. It Only Hurts For A Little While (Ames 8ros.)
6. Wayward Wind (Gogi Grant)
7. Moonglow & Picnic (Stoloff)
8. Fever (Little Willie John)
9. Shanty In Old Shanty Town (Somethin' Smith)
10. I Want You, I Need You, I Love You (Elvis Presley)

Atlanta, Ga.
1. Wayward Wind (Gogi Grant)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Moonglow & Picnic (Stoloff)
4. I Almost Lost My Mind (Pat 8oone)
5. Born To Be With You (Chordettes)
6. Glendora (Perry Como)
7. On The Street Where You Live (Vic Damone)
8. It Only Hurts For A Little While (Ames 8ros.)
9. 8e-8op-A-Lula (Gene Vincent)
10. More (Perry Como)

Baltimore, Md.
1. I Almost Lost My Mind (Pat Boone)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. More (Perry Como)
4. Whatever Will 8e, Will 8e (Doris Day)
5. I'm In Love Again (Domino)
6. My Prayer (Platters)
7. Stranded In The Jungle (Cadets/Jayhawks)
8. Allegheny Moon (Patti Page)
9. On The Street Where You Live (Vic Damone)
10. Rip It Up (Little Richard)

Chicago, Ill.
1. I Almost Lost My Mind (Pat Boone)
2. I'm In Love Again (Domino)
3. Whatever Will Be, Will Be (Doris Day)
4. On The Street Where You Live (Vic Damone)
5. Stranded In The Jungle (Jayhawks)
6. Sweet Old Fashioned Girl (Teresa Brewer)
7. Moonglow & Picnic (G. Cates)
8. My Preyer (Platters)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. 8e-Bop-A-Lula (G. Vincent)

Los Angeles, Calif.
1. Wayward Wind (Gogi Grant)
2. On The Street Where You Live (Vic Damone)
3. Moonglow & Picnic (G. Cates)
4. Allegheny Moon (Patti Page)
5. Born To 8e With You (Chordettes)
6. Standing On The Corner (Four Lads)
7. Whatever Will 8e, Will 8e (Doris Day)
8. Glendora (Perry Como)
9. I Almost Lost My Mind (Pat Boone)
10. I'm In Love Again (Domino)

New Orleans, La.
1. I Almost Lost My Mind (Pat 8oone)
2. Wayward Wind (Gogi Grant)
3. On The Street Where You Live (Eddie Fisher)
4. 8e-8op-A-Lula (Gene Vincent)
5. It Only Hurts For A Little While (Ames 8ros.)
6. Glendora (Perry Como)
7. Allegheny Moon (Patti Page)
8. Moonglow & Picnic (Stoloff)
9. That's All There Is To That (Cole & 4 Knights)
10. Whatever Will 8e, Will 8e (Doris Day)

Seattle, Wash.
1. Stranded In The Jungle (Jayhawks)
2. Born To Be With You Chordettes)
3. Allegheny Moon (Patti Page)
4. Wayward Wind (Gogi Grant)
5. Heaven On Earth (Platters)
6. Be-Bop-A-Lula (Gene Vincent)
7. I Want You, I Need You, I Love You (Elvis Presley)
8. Sweet Old Fashioned Girl (Teresa Brewer)
9. Moonglow & Picnic (G. Cates)
10. Standing On The Corner (Four Lads)

Minneapolis, Minn.
1. I Almost Lost My Mind (Pat Boone)
2. More (Perry Como)
3. My Prayer (Platters)
4. Born To 8e With You (Chordettes)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Be-Bop-A-Lula (Gene Vincent)
7. Whatever Will 8e, Will Be (Doris Day)
8. Stranded In The Jungle (Gadabouts/Jayhawks/Cadets)
9. Wayward Wind (Gogi Grant)
10. That's All There Is To That (Cole & Knights)

Philadelphia, Pa.
1. Wayward Wind (Gogi Grant)
2. Standing On The Corner (Four Lads)
3. I Almost Lost My Mind (Pat 8oone)
4. My Prayer (Platters)
5. Born To Be With You (Chordettes)
6. Whatever Will Be, Will 8e (Doris Day)
7. Picnic (McGuires)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. Stranded In The Jungle (Jayhawks)
10. Glendora (Perry Como)

Boston, Mass.
1. Wayward Wind (Gogi Grant)
2. More (Perry Como)
3. Moonglow & Picnic (Stoloff)
4. I'm In Love Again (Domino)
5. Whatever Will 8e, Will Be (Doris Day)
6. 8e-8op-A-Lula (Gene Vincent)
7. I Almost Lost My Mind (Pat 8oone)
8. 8orn To 8e With You (Chordettes)
9. On The Street Where You Live (Vic Damone)
10. Stranded In The Jungle (Jayhawks)

San Francisco, Calif.
1. Wayward Wind (Gogi Grant)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Moonglow & Picnic (Stoloff)
4. Standing On The Corner (Four Lads)
5. I Almost Lost My Mind (Pat Boone)
6. I'm In Love Again (Domino)
7. Glendora (Perry Como)
8. Ivory Tower (Cathy Carr)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. Sweet Old Fashioned Girl (Teresa Brewer)

St. Louis, Mo.
1. I Almost Lost My Mind (Pat Boone)
2. My Prayer (Platters)
3. Wayward Wind (Gogi Grant)
4. On The Street Where You Live (Vic Damone)
5. Stranded In The Jungle (Cadets)
6. 8orn To 8e With You (Chordettes)
7. I Want You, I Need You, I Love You (Elvis Presley)
8. Gone With The Wind (Sheppards)
9. Glendora (Perry Como)
10. 8e-8op-A-Lula (Gene Vincent)

Milwaukee, Wisc.
1. I Almost Lost My Mind (Pat 8oone)
2. Allegheny Moon (Patti Page)
3. My Prayer (Platters)
4. Whatever Will Be, Will 8e (Doris Day)
5. Sweet Old Fashioned Girl (Teresa Brewer)
6. 8orn To 8e With You (Chordettes)
7. I Want You, I Need You, I Love You (Elvis Presley)
8. I Almost Lost My Mind (Pat Boone)
9. More (Perry Como)
10. I'm In Love Again (Domino)

Pittsburgh, Pa.
1. My Prayer (Platters)
2. More (Perry Como)
3. 8e-8op-A-Lula (Gene Vincent)
4. Whatever Will 8e, Will Be (Doris Day)
5. Allegheny Moon (Patti Page)
6. I Almost Lost My Mind (Pat Boone)
7. Fever (Little Willie John)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. Woe Is Me (Cadillacs)
10. Stranded In The Jungle (Cadets/Jayhawks)



CRL - 57024

Published by

(BMI) TRIUMPH PUBLISHERS, INC., 117 West 57th., N.Y.C.

AT LAST!!

Movie Sound Track Without the Movie and Without the Sound Track

•

One of America's Top Movie Maestros

JACK SHAINDLIN

brings you:

- *"New Sounds for the Youngsters" Nostalgia for the Oldsters* — *Radio Daily*
- *"A Must for 'Off Beat' Programming"* — *Billboard*
- *"Top Flight Pianistics"* — *Variety*
- *"Greatest Novelty of the Season"* — *Cash Box*


The Cash Box COVERS THE WORLD....
The Cash Box lists of top juke box records and top retail sellers are heard 24 hours a day in all 48 states and Canada.
The Cash Box Top Ten is broadcast every week over WRUL via shortwave to 58 nations throughout the world.
The Cash Box lists are carried by Associated Press to over 1400 radio and television stations in the United States and Canada.
The syndicated columns of the National Weekly covers the record field by reprinting The Cash Box charts.

Random Thoughts



by LEONARD SCHNEIDER

RANDOM THOUGHTS: It seems amazing to think that a full year has flown by since I last wrote for the Anniversary Issue of *THE CASH BOX*. At that time, I posed "The $200,000,000 Question," indicating that *if* our industry continued to progress along present lines, we would surpass the "$200,000,000 mark." And, that's precisely what we did! In today's world, the profession of prophet is a dangerous one and so, all I will do for the coming year is express our confidence in an ever-growing industry, catering to an ever-growing public.

I am as certain of this as I am of anything: five years from today, the size of the record industry and the figures we talk about will seem strangely small by comparison.

TOUTING TALENT: The search for new talent is more than just good sense . . . it is an essential component of our business. Here at Decca, this search is a ceaseless one, for the excitement of helping to create a big-name artist is one that has its own reward. And it's not just in sales. It's given us all a lot of "kicks" to have helped "make" some of the best selling artists on records. And don't let the notion that the talent search is pure luck blind you. It isn't. It represents a twenty-four hour, day by day, week by week effort on the part of not only our A&R Department—but the entire Decca organization!

A STAR IS A STAR: The true test of any talent is the ability to survive and grow with the years. That's why we are so proud of the stars on the Decca label who, year after year, come up with great entertainment. No company, seriously in the business of producing records, has been blessed with greater stars than continue to shine forth on the Decca label. Twenty-two years and countless million hit records attest to this fact.

TASTE AND THE TIMES: That today's public is music hungry is no great secret to either the Juke Box Operators or Disk Jockeys, but what many people have failed to see in the Rock 'n Roll craze is this very same hunger on the part of youth for music to call their own. A whole market of a different sort has also developed. The desire for good listening has produced a rash of motion picture musical hits like "PICNIC," "MAN WITH THE GOLDEN ARM THEME," etc. This hunger for good music is what makes our business great. And, the speed and efficiency with which the Disk Jockey and the Juke Boxes interpret public taste, is something that never ceases to amaze us.

We never underestimate the capacity for, and importance of, "exposure" on the more than 400,000 Juke Boxes in the nation. The Disk Jockey's power of exposure is too well-known and accepted to need comment. Together, these two form the double springboard for public taste from which hits are born.

It's The Song That Counts!



by HUGO & LUIGI

A little while back, the movie moguls were in trouble. Box office figures were dropping at an alarming rate. So the big boys turned over in their swimming pools, and came up with the answer: "Give 'em 3D. Give 'em CinemaScope with a wrap-around screen and twenty-four colors."

Pictures got bigger than ever. Not better, just bigger. And the people stayed away by the thousands. But once in a while, a movie maker will come along with the old fashioned concept that you need a good story to make a good picture. If he uses a talented director and actors, he can still wind up with the S.R.O. sign on box offices from coast to coast—and maybe an Academy Award at the end of the year. (Like the film, "On the Waterfront" which, horror of horrors, was done in crummy ole' black and white and shown on a square screen.)

Our industry too is in the throes of progress. Our sales, and our "box office" have been tremendous for the past few years. But the little set that shows pictures in the home, the same monster that has been delivering body blows at Hollywood, sometimes pauses and looks in at our door. We haven't decided yet if he is friendly. We're nervous. So the answers come in the form of technical advances.

Some say that Hi-Fi is the answer. If the ear can hear a new sound, the record buyer will stay with us. Others say that pre-recorded tape will be the thing once the tape machines are passed around. The album market is tremendous right now, so some are content to sit back and assume it will always be so. Others, looking into the future, see the day when the "record" as we know it, will be no more. In its place will be a spool of film. The film will fit into an attachment on your television set, and you will play it like a record, but you will get sight and sound.

Of all the floating ideas, this last is the most intriguing. It could mean an integration of the recording industry, with television that exploits the best of both mediums. It could mean a public more record-conscious than it has ever been, with corresponding sales figures to stagger the imagination.

We're for progress, technical or otherwise. We're for anything that will bring a better finished product to the public, and act as a sales stimulant so that we can reach a greater public. But we would like to lift our voices in a warning note.

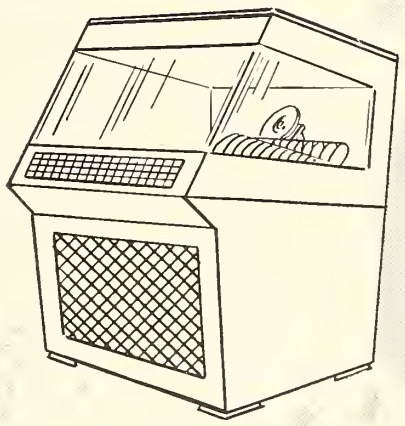
Let's not get like the Hollywood swimming pool set. Let's not pin all of our hopes for an expanding market in technical progress. Big screen or little; Hi-Fi or Low-Fi—in our industry, it's the song that counts! Thirty-two bars of music with Moon and June in the proper places. It's the song that can set a nation to dancing, singing . . . and buying. It's the song that will always make the "single" record, no matter in what form, the undisputed champ of the market.

We will always need the song. We will always need the artist to expose it and the frame in which to present it. But the song remains King.

In our position we hear and judge thousands of songs each year. But no matter how hastily we sometimes have to act, we are always searching; we always have a deep respect for the songwriter, and we will always remember from whence our industry sprang.

Happy 14th
THE
PAT McAFFRIE
SHOW
WGN
CHICAGO

A PERMO-POINT NEEDLE
made today's coin phonographs possible...



Plenty of Music Operators remember when needle replacement was the *big headache.*

The phonograph needle most called for today by Music Operators is PERMO-POINT ... the needle that pioneered the way.

PERMO-POINT
PHONOGRAPH NEEDLES
DIAMOND, JEWEL, OR PRECIOUS METAL TIPS

PERMO, INC. CHICAGO 26, ILL.

Deejays In The Package Picture



by MIKE CONNER

The past few years have resulted in the coming-of-age of a segment of the record business that previously took second place in the over-all industry picture. The segment to which I refer is the LP album products. More and more, LP's are capturing greater proportions of record sales, and with this evolution has come the realization that albums must be given the benefit of that all-encompassing, intangible word, "promotion."

We at Decca have released, during the past year alone, over a hundred 12-inch LP's. That these sets have been received so well, and that the market for LP's, we are happy to note, is still growing, can, we believe, be accredited to the tremendous exposure our albums have received on all levels as well as the fact that we have continued our policy of putting the very finest material in the groove.

Knowing that the record dealers would provide all the exposure possible to the consumers' eyes, our next step in building the LP promotion set-up was to attract the ears of the record buyers. Just as they have done in the promotion of single records, the thousands of disk jockeys across the country became the outlet for this facet of our efforts. Fulfilling this job, as you can imagine, presented numerous problems.

First and foremost among these problems was the fact that many of the platter spinners were reluctant to devote lengthy portions of their shows to the programming of selections from LP's. Another major factor that had to be taken into consideration was the tremendous expense involved in servicing the countless stations. We have tried, and we hope succeeded, in working out the situation to the mutual benefit of the deejays and ourselves. One of the ways in which this has been done has been to send jockeys "LP samplers." These musical "pot pourris" provide selections from various albums, thereby giving the deejay and his audience a taste of bigger and better things, alleviating the jockey's time problem, and our own shipping problems as well. During the past few years several of our album promotions have carried themes that give them unity. To facilitate the jockeys' programming we have provided them with script material. This method of servicing stations has, we are happy to say, received excellent comments and reaction.

Although the "sampler" is one way of handling radio promotion for LP's, there are, due to the ever-growing popularity of packaged items, many stations whose air-time is being devoted more and more to albums. Naturally these stations want to have the many great albums in their libraries—and just as naturally, we are anxious that they get what they want. To this end we have established a subscription service whereby, for a nominal yearly fee, radio stations receive monthly shipments of the latest Decca album releases. The subscription service guarantees a minimum number of LP's per year. But thus far the stations have received albums far in excess of that number. This service, under which a station may subscribe to receive pop, classical, or all of our albums, has had excellent reaction. Many of the stations have already renewed their contracts, and each week brings new additions to the subscription list.

All of us at Decca, as well as the entire industry, know that "albums are here to stay." Therefore the promotion of them has become an important part of our present and future plans. We will continue to seek better ways to give our LP's the exposure they deserve, and meanwhile want to thank the dealers and disc jockeys for the wonderful cooperation they have given us in all of our efforts.

Southern California's Newest and Fastest Growing Distributor:

Four Salesmen Coverage of
Southern California and Arizona

TOP RADIO PROMOTION

"We SELL Records"

Al Sherman

RECORD SALES COMPANY

2932 West Pico Blvd. Los Angeles, Calif.

Phone: REpublic 1-8329

The Break With Tradition



by MILTON SELKOWITZ

1956, the year of "bigness" for the record business, will see phonograph records emerge as a "major" commodity in meriting and getting mass distribution.

The break with tradition is not accidental, nor has it been carefully planned on a time-table basis. Record company executives have long dreamed of the day when the purchase of a record will be accomplished by the consumer with the same ease and facility as the purchase of a magazine or even a package of cigarettes. In the next five years, this dream may become a reality.

It is a fact that records are bought by more types and classes of people today than ever before. Whereas for years we existed on pop records and classical records only, we have today within the categories of pop and classical, strong, separate and distinct types of records which sell extremely well in their own catalogs. A pop album is no longer just a pop album; it is an idea that sells and it reaches a specialized buyer of mood music, jazz, Broadway shows, dance, movie, etc.

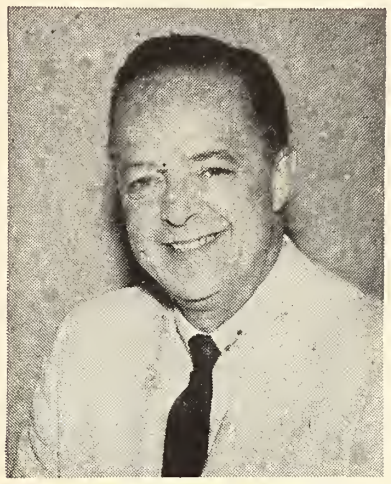
Although Columbia's introduction of LP's in 1948 led to high fidelity and contributed greatly to the upgrading of record product, much of this maturity must be attributed to a complete face-lifting of our economy and its phenomenal growth. As the post war population grew and expanded at a tremendous rate, families either chose or were forced into suburban living. It was only natural that suburban shopping should follow the movement of population, and everywhere across the country, there grew up large and small independent shopping areas. These shopping centers were generally built around a large food supermarket, a drug store, a dry cleaning establishment, a gift shop, but very seldom, a record shop. Over the period of post war years, the important record buying potential (young families with children) moved farther and farther away from the prime source of record supply and mass retailing became an important consideration in the survival and sales development of a competitive product.

In order to effectively obtain the mass exposure of records, we must reach those distributing channels which engage in mass selling, i.e., supermarket, super drug store, and other large centers of consumer traffic. In today's geared up society, the convenience of purchase is at least as important as the product itself. Thousands of young housewives are growing up, knowing no other shopping convenience than the supermarket. Time and convenience are important elements in our shopping habits. Careful checks and studies have been made on the purchase of records in supermarkets and other large retail centers and it has been conclusively proven that almost all purchases are made strictly on impulse and are not planned purchases. The principle and basic reason for shopping in a supermarket is the purchase of food and all other non-food buying becomes incidental. Record sales per store are actually very small, and, at best, a record rack in a supermarket or drug store can only be considered as a giant-sized sampler. The value to the manufacturer in selling through these channels is basically promotional in that the manufacturer is able to expose small portions of his product to tremendous numbers of people who might not otherwise be exposed to the product. This is especially true of the record business where there are relatively few retail establishments in relation to the size of the business. Stimulation of interest in other record products cannot be underestimated since the amount of record product available is of a very, very limited nature.

At the start of 1956, there were almost 25,000 supermarkets whose volume approached 25 billion dollars. Based on statistics of average purchases, it would mean that 7 million million people poss through a supermarket in any given week. This statistic becomes even more impressive when it is considered that the average woman shops a food store more than 150 times a year. If the food store has handled records for five years, she has been exposed to a small selection of records nearly 500 times.

The expansion of the record business in the direction of a food and drug business is by no means the only direction which must be pursued to bring the record business from a 225 million dollar business to a 600 or 800 million dollar business. The record retailer himself must think in terms of expanding his retail business. The college book store which was a select type of account whose business was basically college text books and other allied supplies has now become a major business. Book stores have become college stores and in 1956, the volume in this type of outlet will reach 150 million dollars and will be 25% greater than it was five years ago. Ten out of eleven such stores more. Books account for only 40% of already do a million dollars a year or their business. These stores sell records, greeting cards, sportswear, etc., and are gearing themselves to an increase in student population from the present day 2,800,000 to 4,000,000 students by 1960. This is progress and the record business must keep pace with the rest of our economy if it is to take its place as a major commodity. The four day work week and increased leisure time will create an unsurpassed interest in records but we must find ways to get records to people so that their interest in records will be stimulated and maintained.

Competition Opens New Talent Opportunities



by HERMAN DIAZ

There are many people in the music business who labor under the delusion that a subsidiary record label can be:

1. A stepping stone for new talent to a contract with the parent company.
2. A partial retirement pasture or grazing ground for talent which has completed its usefulness on the parent label.

I would like to emphasize that neither of these conditions exists at VIK Records.

The original conception of a subsidiary such as VIK was to create another label which actually would be in competition with the parent company, which would offer additional opportunities for talent scouting and open up entirely new avenues for searching out promising personalities. It is obviously inevitable that the established artists, the performers who have made big reputations on television, Broadway and in Hollywood where their names have become household bywords, would drift toward the major label like moths to an electric bulb.

This has made the subsidiary label sharpen its ingenuity, hoist its radar antenna a little higher, and learn to move a little faster when word gets around that something new and exciting in the talent picture is in the wind. We are finding our talent in the most unexpected places, and we are having to go far into the field to search it out. This is good. It means healthy and stimulating growth. It also means that often we are pumping new blood and adrenalin into the ofttimes slightly varicose veins of show business.

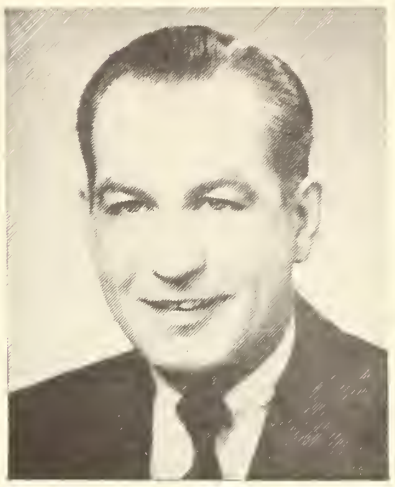
Witness some of the artists who are finding acceptance on VIK. We discovered our 17-year-old country Rhythm and Blues wonder Joe Clay in the bayous of Louisiana. Jerry Samuels, also 17 years of age, was a child prodigy song writer, but nobody thought of him as a performer until we put him out on "Puppy Love." Rosemarie Rand, who made her first record just last month, is a pretty twenty-one-year-old currently behind the counter at a mid-town Manhattan luncheonette. The Coronados are two young brothers and their attractive sister, who are just coming up on the Western TV and night club circuit. Mix these newcomers with more established favorites as Gisele MacKenzie, Richard Maltby, the Chuckles and the Treniers and you have a well-balanced artists' roster which should give strong competition to any parent label. And a stable which, we repeat, will grow and mean a healthy investment towards the future—and the hit records of tomorrow.

Currently we use every possible channel in seeking out new talent—disk jockeys, field men, out-of-town clubs, distributors, teen-age gatherings. We have signed two of our artists off demonstration records. We have at all times kept on the alert for these artists coming up in order to get one jump ahead of the competition whenever possible.

There's no court of domestic relations to arbitrate the differences between the parent and the subsidiary label. These differences do arise—coincidentally in the choice of the same repertoir or artist, sales or promotion campaign or even policy—but, like any progressive family, these same differences aid in the growth, maturity and successful career of both the parent and subsidiary label and the potential of their artists.

Congratulations Cash Box
RUDIO PRODUCTIONS INTERNATIONAL CAFE
WGN
50 E. CHICAGO AVE. CHICAGO 11, ILL.

L.P.=Lost Pops?



by NORMAN WIENSTROER

The increasing popularity of long play albums is making it more difficult for pop single records to get recognition. On the manufacturing, distributing, dealer, consumer, and promotion levels, single records are vying with albums for attention.

Major record companies and leading independents are releasing new albums in increasing quantities and it is expected that between now and the end of the year the number of new popular albums will closely approximate the number of new singles released.

Distributors are primed to handle this avalanche of package merchandise and the extra sales effort that they put behind these albums could be at the expense of their pop singles.

Disk jockeys are now programming more album selections than ever before and, as a result, fewer singles are getting the exposure needed to effect profitable sales.

Dealers are giving their top promotion efforts to package merchandise and stock almost all new album releases in an attempt to give every label good representation. Singles, on the other hand, are ordered conservatively, with many buyers inclined to hold off initial orders until definite calls are received.

Consumers with limited budgets, especially teen-agers, cannot afford to buy both albums and singles, and teen-agers are among today's most enthusiastic album customers.

As the odds mount up against the singles, their importance must be re-emphasized on all levels until a proper balance between albums and singles is realized.

The big trend in today's record business is to more packaged album merchandise, but it should not be at the expense of traffic-building singles. Long play albums should complement, not compete with the single record business.

ATTENTION, JUKE BOX OPERATORS!

- Get ALL Your Records in One Stop!
- SAVE wear and tear on your car, nerves and Your Pocketbook!

All Top Hits Selected from lists in The Cash Box and Billboard—Always in Stock—Any Quantity!

For only $60 per year (or $6.00 per month) you can become a charter member in the GOODY JUKE BOX SERVICE. Such membership entitles you to purchase ALL of the records you need, as follows:

ALL 45 RPM.....89c List Price..... 55c (usual dealers' cost)

78's and 45 EP's will be priced on the same basis.

NO 5c "UP" PER RECORD—SAVE THIS 5c BY JOINING THE GOODY JUKE BOX SERVICE!

Not only will your profits be larger, but there will be a big saving in time for you. Don't waste it going to 10 or 15 distributors—Come to the

GOODY ANNEX, Inc.

250 West 49th St. • Between Broadway & 8th Ave. • PLaza 7-3996

Now you can buy ALL your records in one place! One store with over 10,000 square feet of space, and one of the largest stocks of records available anywhere! (There is a garage available next door for your convenience.)

- TAKE A ONE MONTH TRIAL MEMBERSHIP FOR ONLY $6.00!
- FREE! Title Strips for All Records!
- TERMS: Payment With Order — We Ship — You Pay Parcel Post Charges

JOIN THE GOODY JUKE BOX SERVICE TODAY — AND SAVE!

More

MELBA

Money

Makers

— $ $ $ —

The Willows

"DO YOU LOVE ME"

b/w

"MY ANGEL"

MELBA 106

— and —

going strong

The Tokens

"I LOVE MY BABY"

b/w

"While I Dream"

MELBA 104

Happy 14th CASH BOX

See you at the NAMM

Morty Craft

MELBA RECORDS

1650 BWAY (CO 5-3485) N. Y.

The Cha Cha Cha From Havana

by STAN STEINHAUS

Two years ago *The Cash Box* published an article on a new trend in the Latin market dealing with a new rhythm called the Cha Cha Cha, known at the time to few and danced by fewer; however a trend with all the earmarks of earth shaking changes in the Latin dance and music field. Skeptics and mambo-kniks disregarded the signs and kept insisting it was a new set of rhythm bars added to a "slow-mambo" — nothing new. Within the space of one year the words Cha Cha Cha have taken a definite meaning, given the music world a sound of their own, the dance world a dance of their own.

Now with dancers knee deep in this new thing called the Cha Cha Cha we have been asked to explain — what happened?

Contrary to opinions expressed from other markets, the Cha Cha Cha, like the Mambo before it, and the Guaracha, the Danzon, the Afro, the Batanga, etc. is a Cuban tempo, a Cuban dance, a Cuban rhythm, born from the ever changing rhythmic elements found in the music capital of the Latin world — Havana. The popular music of the Republic of Cuba has once again invaded all the regions of the world and has been universally accepted by all those who enjoy popular dance music. The acceptance of the Cha Cha Cha beat has been a real spiritual conquest. The creators of the rhythm, Panart artists and arrangers, who gave our label the first Cha Cha Cha in 1951, believe it to be the biggest thing to come along in many years.

The words "Cha - Cha - Cha" came about some time after the rhythm was being played, known only as a variation of the danzon, "danzon-cantado". The noise made by the slapping of the "donkey's jaw" and the lyrics of later day tunes in this rhythm, talking about "muchachas" "cha charear" and other "chacha" words in Spanish gave the rhythm its name.

It is a mistake to judge the Cha Cha Cha as played by American musicians not taking into account the deep and specific origin, nor hearing the very Latin enthusiasm found in the Cuban Cha Cha Cha. In the United States, commercially, the Cha Cha Cha label has been given to a great variety of Latin rhythms which for a while had everything in the Mambo and Guaracha field passed on to the buyer as Cha Cha Cha.

There is no reliable data available today which would make possible a gathering of a complete musical history of Cuba and the various rhythms it has given the world. The Cha Cha is part of the evolution of Cuban music, rather than a planned historical combination of factors. Unlike other Cuban music which stresses the percussion and brass sections, the Cha Cha Cha depends on three elements: the Cuban flute, a string section and a choral group. These are the indications of the true source of the Cha Cha beat — the Cuban Danzon. Introduced to the dance floor in Cuba in 1879 by a descendant of one of the first Negro slaves turned composer, Miguel Failde, the Danzon was the first dance that permitted the holding of hands by the performing couples. Both the Cha Cha Cha and the Danzon feature the same instruments. The difference lies in the fact that the Danzon features one voice and the Cha Cha Cha features a group of three or four. Danzon-cantado (sung-danzon) was the type title given to the first Cha Cha Cha, "The Deceiver" (La Enganadora). This was in 1951. in a small radio station in the interior of Cuba, written by Enrique Jorrin, violinist arranger of Panart's Orquesta America. The beginning of the counter-mambo-revolution.

By 1953 returning tourists from Havana were beginning to talk about this "new" rhythm -- and about the almost complete disappearance of the Mambo from the Cuban dance floors — except in show places and where exhibition was the order of the day.

When Panart national sales began in 1954 we gave the market six Cha Cha Cha LP's by the Orquesta America, leading exponents of the Cha Cha Cha in Havana. It was said that the authentic (flute-string) sound would never overcome the resistance of the American buyer, accustomed to the "slow-mambo" version started in the United States. Slowly, as several of our tunes were covered by independent American labels recording Latin style music and publishing companies began building up a Cha Cha Cha catalogue in the United States — the acceleration of the trend was noticed and by mid-1955 the Cha Cha Cha rush was on.

Now with the Cha Cha Cha undergoing its North American adaptation, which eliminates the flute/string combination and features the brass and metal American flute, we like to explain how the Cha Cha Cha, as played in Cuba and recorded by Panart has found acceptance on the three levels of popularity: with the authentic sound crowd — with the modern sound fan — and finally with the American buyer. There are and will be only three types of Cha Cha Cha.

The authentic-sound: As played by Orquesta America, and more recently by Fajardo and His All Stars at the Montmatre Night Club in Havana. This features the flute and strings with the chorus singing the tune and marking the step movements with Cha Cha Cha inflections. The fast and slow Cha Cha Cha, using the same dance steps, seem to have caused some confusion and each has been also called either a slow Mambo or Danzon.

The modern-sound: As played by Julio Gutierrez and his National TV Orchestra is characteristic of the modern school, both in instrumentation and arrangement. Julio has eliminated the flute and the strings, maintaining the authentic flavor and substituting these instruments with a large brass section. The vocal group which sings with Gutierrez's orchestra the Charles Faxas Quartet carries the melody in a true Cuban manner.

The American Cha Cha Cha: Has been created by Chico O'Farril arrangements of popular American standards to help outlying areas, away from Latin centers. Using the standard full orchesta sound found in the more popular dance bands of the United States, Chico has recorded such numbers as "Amapola," "Frenesi," "Perfidia," "Kiss of Fire" and some of his original progressive compositions for instrumental versions of Cha Cha Chas as acceptable by buyers of standard American pop music. These we hope will set the standard for the American versions of the Cha Cha Cha.

The Cha Cha Cha as a Dance: With the development of the Cha Cha Cha in our markets, dance teachers have again hit oil with pupils avid for a fast technique which unlike the exhausting Mambo permits them to dance continually for at least half an evening. In Cuba the Cha Cha Cha is danced in some places like it is done in the United States everywhere — Cubans still preferring the slow version of the Cha Cha Cha which closely resembles the Danzon and permits them to hold the girl during most of the dance. In the United States, marked routines and specific movements are indicated. Unlike Havana, where Cubans dislike to break in their dances, the American Cha Cha Cha dancers reflect each other's movement but remain about a foot apart, couples dancing independently of one another. The "one-two-cha cha cha" sound is the same; the choreography is different — considerably changed since the days when it was merely an adaptation of the Danzon's box step.

The Cha Cha Cha will remain a very popular Cuban trend, replacing only the Mambo. Other Cuban rhythms, like the Guaracha, the Bolero, the Son, Danzon, and Afro-son are still the reliable favorites and will never leave the scene. Our catalogue, although presently emphasizing the Cha Cha Cha repertoire, maintains a complete listing of all the other Cuban as well as other Latin born rhythms.

Wins Contest



DETROIT, MICH.—Seen above is Marty McNeeley, WJR-Detroit deejay, presenting Miss Jan Wynn, winner of the contest to "name your favorite 'International Flavor Album' on Columbia Records". The contest was run in conjunction with a "Paris In The Spring" promotion in which all the Detroit disk jockeys participated. Miss Wynn's letter was judged the best over several hundred entries. The French Consul, F. Prevot, Lowell Worley of Columbia Records, and H. Gordon of Doubleday Book Shops, were the judges in the contest.

International Breaks Its Barriers



by JOHNNIE CAMACHO

The emergence of international recordings into their rightful scheme of things in the domestic record marts is as dramatic as the difference between a dusty record rack shoved off in a corner and a brand new album gleaming in the center of a store's front-and-center sidewalk window display.

International records, long a stepchild of the record business, have at long last gained their rightful place in the sun. And they are in a constantly growing ascendancy. The vast potential of this market has barely begun to be tapped.

Spearheading general public acceptance in this country of the cha-cha-cha, meringue, guarguancos, boleros, rancheras and mambos as well as the similar European output has been the vast enthusiasm both here and abroad for high fidelity. Not only has high fidelity meant an increase in the number of turntables currently in use but it also has brought about an increased appreciation of the exotic quality of the 'music internacionale!' The dyed-in-the-wool hi-fi fan wants all types of music on his turntable. He demands disks that will demonstrate the infinite variety and range of the tonal colors available on his sound spectrum. The haunting melodies of Latin American music and their exotic arrangements featuring marimbas, maracas, claves, guiros, bongos, conga drums and even the asses' jaw adds an exciting new dimension to his enjoyment of his expensive equipment.

This has given a great impetus to international sales. It also has worked in a reciprocal fashion. The high fidelity fan in Havana or Madrid also wants to hear the new, true quality of the voice of Perry Como or the sound of the Sauter-Finegan Orchestra on his machine, as well as that of his native talent. This has brought about a new international sophistication both at home and abroad. Record buyers are as familiar with Katyna Ranieri of Italy, as with the Lena Horne of America, or Mexico's Maria Victoria.

This, in turn, has forced the thinking of the artists and repertoire men into international channels. The barriers between the domestic and international market have practically disappeared within the past two years. One keeps the vast international market almost as much in mind these days as the domestic front, when planning releases. And the demand for lp's, although much more expensive abroad, is overwhelming.

Though long overdue the international upswing has been many years a-borning. The first indication that there was something stirring occurred after the second world war with a marked increase in sales of all types of international recordings. This was attributed by record savants to the familiarity with foreign music which American soldiers gained while they were stationed overseas. It was said that the G.I. then wanted to re-live his European experiences through the music he had learned to like while in the service. Whatever the reason, there was a slow but steady increase in this market during the past few years.

Then, about six years ago Perez Prado crashed through all the existing barriers with his mambos generating a quick acceptance from disk jockeys, juke boxes and the way was paved for the broad new international market and the additional hypo lent by high fidelity.

The great tourist boom also has done its bit to further the cause of international music. The vast numbers of tourists who travel today enjoy re-living their travels through the records of the countries they have visited.

Probably the most vivid illustration of how the divisions in thinking between international and domestic recordings have crumbled lies in the number of pop hits which have found equal acceptance in both fields. A "Cherry Pink and Apple Blossom White" and "Lisbon Antigua" become not only domestic but international hits. Obviously the potential of the pop market has expanded tremendously and international thinking will pay unforeseen dividends in the record marts of today and tomorrow.

It's Really The Fruit And Vegetable Business!



by DICK LINKE

Like everybody in every other business, I am fond of making metaphors (as though it was easier to understand something if it occurs in someone else's specialization). The one I find myself returning to again and again, is the fruit and vegetable business when I want to make a point about selling records. I am aware of one remarkable difference, to be sure, and I'll come to that a bit later.

The outstanding similarity between our business and the produce merchants is the "spoilability" of what we sell. I recall Potter Palmer's, the famous innkeeper's, maxim, "There is nothing so perishable as an unlet room." True enough, unless you stop to remark that a hotel room is sold many times and the loss of any day — irrecapturable as it is — represents a partial loss, only! In apples, pears and any given pop single record, but *one* sale is made or lost. In other words, a room, unrented the night before, stands an undiminished prospect the following night. I wonder if Potter Palmer ever tried selling even the hottest hit record six months after its peak.

So what do we do about it? Well, before I sound defeatist, I ought to observe that the record industry has developed some formidable methods of counteracting this situation. The purpose of this article is to re-state and re-emphasize the very excellent formulae with which these problems may be met.

The answer, for grapes, cauliflower and pop singles is: PROMOTION!

Perhaps that calls for some amending. We all know of case after case where a good disk was treated to the best campaigns at every level, yet failed to sell. Dealers, jockeys, TV and coin machine operators gave it everything they had, but to small avail. How to explain?

The answer — truer every day in this age of short-lived pops — is that the promotion was strung out instead of bundled into one irresistible effort!

Of all the means of promotion, only one, TV, has demonstrated the indisputable punch to drive a home run with one swing. (I suppose Columbia's experience with "Let Me Go Lover" is clear evidence.) For this reason, it is well to go over ways of "*binding*" the force of all the promotion arms as closely as possible for maximum impact. Even TV, as we all know, is no absolute guarantee and over a long haul can list fewer smashes than the solid "bunch-hitting" of the other media.

Earlier I said there was a difference between the produce and record businesses, but now I wonder. Can a spoiled banana be any better to have to "eat" than an "unbreakable" vinyl 45?

Congratulations "Cash Box"

BOB ANDERSON

Bally Records

Personal Mgmt., Lee Petrillo

Greetings and many thanks to

New Jersey's retailers and disk jockeys

and to our friends all over the country

★

ESSEX RECORD DISTRIBUTORS, INC.

114 SPRINGFIELD AVE., NEWARK 3, N. J.

"New Jersey's Leading Indie Distributors"

THE MILLION - SELLER RECORDS

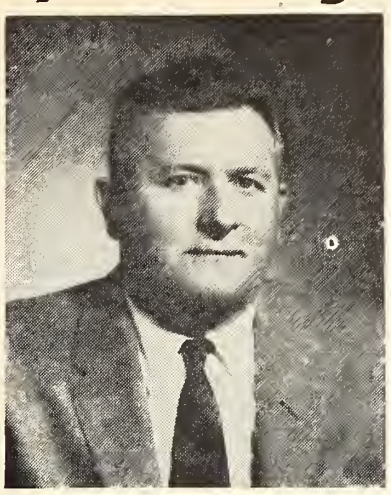
A List of Most of The Records Which Have Topped The Million Mark

Ames Brothers	Sentimental Me (Rag Mop)	Coral 1950
	You You You	Victor 1953
Anderson, Leroy	Blue Tango	Decca 1951
Andrews Sisters	Rum & Coca-Cola	Decca 1944
	I Can Dream, Can't I	Decca 1949
Austin, Gene	Ramona	Victor 1928
Autry, Gene	Silver Haired Daddy	Columbia 1939
	Rudolph The Red-Nosed Reindeer	Columbia 1950
Barron, Blue	Cruising Down the River	MGM 1949
Barton, Eileen	If I Knew You Were Comin' I'd Of Baked A Cake	National 1950
Baxter, Les	Poor People Of Paris	Capitol 1956
Bennett, Tony	Because of You	Columbia 1952
	Cold Cold Heart	Columbia 1952
	Rags to Riches	Columbia 1953
Boone, Pat	Ain't That A Shame	Dot 1955
Boyd, Jimmy	I Saw Mommy Kissing Santa Claus	Columbia 1952
Brewer, Teresa	Till I Waltz Again With You	Coral 1952
	Ricochet	Coral 1953
Britt, Elton	There's A Star-Spangled Banner Waving Somewhere	Victor 1942
Brown, Les	Sentimental Journey	Columbia 1945
Calloway, Cab	Jumpin' Jive	Columbia 1939
Cavallaro, Carmen	Polonaise (by Chopin)	Decca 1945
Chordettes	Mr. Sandman	Cadence 1954
Clooney, Rosemary	Come On-A My House	Columbia 1951
	Hey There	Columbia 1954
Cole, Nat "King"	Nature Boy	Capitol 1948
	Mona Lisa	Capitol 1949
	Too Young	Capitol 1951
Como, Perry	Temptation	Victor 1945
	Hubba Hubba	Victor 1945
	Till the End of Time	Victor 1945
	Prisoner of Love	Victor 1946
	When You Were Sweet Sixteen	Victor 1947
	Because	Victor 1948
	Don't Let the Stars Get in Your Eyes	Victor 1952
	Wanted	Victor 1954
	Hot Diggity	RCA Victor 1956
Crew Cuts	Sh-Boom	Mercury 1954
Crosby, Bing	Silent Night	Decca 1942
	Sunday, Monday or Always	Decca 1943
	I'll Be Home for Christmas	Decca 1943
	Swinging on a Star	Decca 1944
	Too-Ra-Loo-Ra-Loo-Ral	Decca 1944
	I Can't Begin to Tell You	Decca 1945
	Dear Hearts and Gentle People	Decca 1946
	New San Antonio Rose	Decca 1946
	MacNamara's Band	Decca 1946
	Sweet Leilani	Decca 1946
	White Christmas	Decca 1946
	Now is the Hour	Decca 1948
	Galway Bay	Decca 1948
with Andrew Sisters	Pistol Packin' Mama	Decca 1943
	Jingle Bells	Decca 1943
	Don't Fence Me In	Decca 1944
	South America, Take it Away	Decca 1946
with Gary Crosby	Play a Simple Melody	Decca 1950
with Fred Waring	Whiffenpoof Song	Decca 1950
Dalhart, Vernon	Prisoner's Song	Victor 1924
Damone, Vic	You're Breaking My Heart	Mercury 1949
Day, Doris	Secret Love	Columbia 1954
Dorsey, Jimmy	Maria Elena	Decca 1946
	Green Eyes	Decca 1946
Dorsey, Tommy	Marie	Victor 1937
	Boogie Woogie	Victor 1938
	There Are Such Things	Victor 1942
Draper, Rusty	Gambler's Guitar	Mercury 1953
Eckstine, Billy	I Apologize	MGM 1951
Faith, Percy	The Song From Moulin Rouge	Columbia 1953
Fiedler, Arthur	Jalousie	Victor 1938
Fisher, Eddie	Anytime	Victor 1951
	I'm Walking Behind You	Victor 1953
	Oh My Papa	Victor 1953
	I Need You Now	Victor 1954
Fitzgerald, Ella & The Ink Spots	Into Each Life Some Rain Must Fall	Decca 1944
Ford, Tennessee Ernie	Sixteen Tons	Capitol 1955
Four Aces	Tell Me Why	Decca 1951
	Love Is A Many-Splendored Thing	Decca 1955
Four Lads	Moments To Remember	Columbia 1955
	No Not Much	Columbia 1956
Freberg, Stan	St. George and the Dragonet	Capitol 1953
Gibbs, Georgia	Kiss of Fire	Mercury 1952
	Tweedlee Dee	Mercury 1955
	Dance With Me Henry	Mercury 1955
Glahe, Will	Beer Barrel Polka	Victor 1938
Gleason, Jackie	Melancholy Serenade	Capitol 1953
Godfrey, Arthur	Too Fat Polka	Columbia 1947
Haley, Bill	Shake, Rattle And Roll	Decca 1955
	Rock Around The Clock	Decca 1955
Harris, Phil	The Thing	Victor 1950
Hayes, Bill	Davy Crockett	Cadence 1955
Haymes, Dick	You'll Never Know	Decca 1943
	Little White Lies	Decca 1948
Heidt, Horace	Deep in the Heart of Texas	Columbia 1941
Herman, Woody	Laura	Columbia 1945
	Woodchopper's Ball	Decca 1947
Hunt, Pee Wee	12th Street Rag	Capitol 1951
	Oh	Capitol 1953
Ink Spots	To Each His Own	Decca 1946
	The Gypsy	Decca 1946
James, Harry	Ciribiribin	Columbia 1939
	One O'Clock Jump	Columbia 1941
	You Made Me Love You	Columbia 1946
James, Joni	Why Don't You Believe Me	MGM 1952
	Your Cheating Heart	MGM 1953
	Have You Heard	MGM 1953
Jenkins, Gordon with The Weavers	Maybe You'll Be There	Decca 1947
	Goodnight, Irene	Decca 1950
Jolson, Al	April Showers b/w Swanee	Decca 1945
	California Here I come b/w Rockabye Your Baby	Decca 1946
	You Made Me Love You b/w Ma Blushin' Rosie	Decca 1946
	Sonny Boy b/w My Mammy	Decca 1946
	Anniversary Song	Decca 1946
Jones, Spike	Cocktails for Two	Victor 1944
	All I Want for Christmas	Victor 1948
Jordan, Louis	Choo Choo Ch'Boogie	Decca 1946
Kallen, Kitty	Little Things Mean a Lot	Decca 1954
King, Pee Wee	Slow Poke	Victor 1951
Knight, Evelyn	A Little Bird Told Me	Decca 1948
Kyser, Kay	Three Little Fishes	Columbia 1941
	Jingle Jangle Jingle	Columbia 1942
	Praise the Lord	Columbia 1942
	Strip Polka	Columbia 1942
	Who Wouldn't Love You	Columbia 1942
	Woody Woodpecker	Columbia 1948
Laine, Frankie	That's My Desire	Mercury 1947
	Shine	Mercury 1948
	Mule Train	Mercury 1949
	Lucky Ol' Sun	Mercury 1949
	Jezebel	Columbia 1951
	I Believe	Columbia 1953
LaRosa, Julius	Eh Cumpari	Cadence 1953
Lanza, Mario	Be My Love	Victor 1950
	Loveliest Night of the Year	Victor 1951
Lee, Peggy	Manana	Capitol 1948
Lombardo, Guy	Third Man Theme	Decca 1944
	Humoresque	Decca 1946
	Easter Parade	Decca 1947
with Andrew Sisters	Christmas Island	Decca 1946
Long, Johnny	Shanty Town	Decca 1940
Lund, Art	Mam'selle	MGM 1947
Mangano, Sylvano	Anna	MGM 1953
Marterie, Ralph	Caravan	Mercury 1952
	Pretend	Mercury 1953
Martin, Dean	That's Amore	Capitol 1953
	Memories Are Made Of This	Capitol 1955
Martin, Freddy	Piano Concerto in B Flat	Victor 1941
	White Christmas	Victor 1942
McGuire Sisters	Sincerely	Coral 1955
Miller, Glenn	American Patrol	Victor 1939
	In the Mood	Victor 1939
	Little Brown Jug	Victor 1939
	Sunrise Serenade	Victor 1939
	Pennsylvania 6-5000	Victor 1940
	Tuxedo Junction	Victor 1940
	Chattanooga Choo Choo	Victor 1941
	Kalamazoo	Victor 1942
Miller, Mitch	Yellow Rose Of Texas	Columbia 1955
Mills Brothers	You Always Hurt the One You Love	Decca 1944
	Paper Doll	Decca 1948
	The Glow-Worm	Decca 1952
Mitchell, Guy	My Heart Cries for You	Columbia 1950
Monroe, Vaughn	Racing With the Moon	Victor 1941
	There I've Said it Again	Victor 1945
	Ballerina	Victor 1947
	Riders in the Sky	Victor 1949
Mooney, Art	Four Leaf Clover	MGM 1948
Morgan, Russ	Cruising Down the River	Decca 1949
Morse, Ella Mae	Blacksmith Blues	Capitol 1952
McCoy, Clyde	Sugar Blues	Decca 1946
Page, Patti	Tennessee Waltz	Mercury 1950
	I Went To Your Wedding	Mercury 1952
	Doggie in the Window	Mercury 1952
	Changing Partners	Mercury 1953
	Cross Over the Bridge	Mercury 1954
Paul, Les & Mary Ford	How High the Moon	Capitol 1947
	Mockin' Bird Hill	Capitol 1949
	The World Is Waiting for the Sunrise	Capitol 1949
	Vaya Con Dios	Capitol 1953
Platters	Only You	Mercury 1955
	The Great Pretender	Mercury 1955
Prado, Perez	Cherry Pink and Apple Blossom White	Victor 1955
Presley, Elvis	Heartbreak Hotel	RCA Victor 1956
Ray, Johnnie	Cry	Columbia 1951
Riddle, Nelson	Lisbon Antigua	Capitol 1955
Shaw, Artie	Begin the Beguine	Victor 1938
	Star Dust	Victor 1940

(*Continued on page* 45)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

It's Only The Beginning!



by IRVING B. GREEN

The record industry, in the past ten years, has undergone many dramatic and important changes. These changes had varying effects on the many segments of our industry. The manufacturers, distributors, operators, disk jockeys, retailers, etc., all felt the changes or influenced them. The net result, however, has been the steady growth in our industry to the present stage where we are selling more records to more people than ever before.

And, as Charles Winninger used to say on the old "Show Boat" radio program, "It's only the beginning, folks—only the beginning." Good as business has been, good as it is right now; we have only scratched the surface. I look forward to a record industry volume which is double the volume we do now. I expect that within the next five years we will sell $500,000,000 worth of records in a year. I may even be a little conservative with the half-billion dollar figure. Certainly all signs point to this tremendous future.

Record industry volume in 1955 increased more than 22 percent over the previous year. Dollar volume in 45 r.p.m. singles rose almost 30 percent, while the increase in 12-inch LPs was over 111 percent. Production of juke boxes is up, production of phonographs for home use is expected to be 50 percent ahead of that for 1955. These are just a few facts, a few signs of the direction in which we are going.

Just a few weeks ago, for example, the United States Department of Commerce reported that family incomes in 1955 set all-time records. And such respected economists as Leon Keyserling now say economic activity this year will be from 3 to 5 percent higher than in the previous 1955 record year. Keyserling recently said, "our total output will average considerably higher for the three years, 1957-1959 than during the three years, 1954-1956."

Commerce Department statistics show that family income last year was $288 billion. More than half of the nation's 52 million families made more than $5,520. The number of American families with incomes between $5,000 and $6,000 a year has more than doubled since 1947. And, "It's only the beginning."

Obviously, the American family has more money to spend for records. We are also well aware that the American family has more time to spend for such leisure time activities as phonograph records. It remains only for the record industry and its people to make every effort to give the consumer the best product, present it in the best way and expose it as widely as possible.

Much of this has been done and is still in the process of being done. We at Mercury, for example, have continued to strengthen our artist roster in every category. We have expanded and improved our distribution. We have continued to improve our product from an engineering standpoint. We have stepped up our recording schedule. We have revised and added to our promotional efforts. And we have acquired additional personnel to do these things.

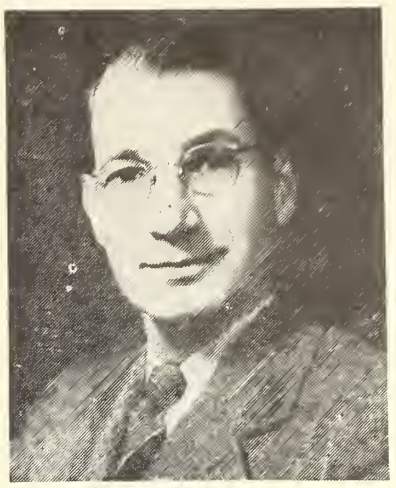
To varying degrees this has been happening with all record manufacturers, it has also been happening with juke box manufacturers, with distributors of all the products we make, sell and use in our industry. The ultimate result can be nothing else than a tremendous increase in volume on all levels.

The industry has made great strides towards standardization of record sizes, speeds and sound quality. More will be done.

In all, the economic picture for the nation in general and for the record industry specifically is bright and getting brighter. We at Mercury expect to be doing all we can to increase the business and, of course, our share of that industry business.

During the past 10 years we have built what we consider to be some wonderful business relationships. We want to continue these relationships in the next 10 years. Come along with us. Remember, "It's only the beginning."

Looking Backward and Forward



by FRANK B. WALKER

Looking backward and forward at the Record Business in the two hunred and fifty words allotted to me, is a rather difficult task but we will try and come up with one thought which may not have been given too much consideration. The history of the Record Business is indeed a varied one; it has lived in the nineteenth and all of the twentieth century; it has lived in wartime, peacetime, panics, depressions and booms, but it has lived. It has lived thruout the violent changes in the amusement and entertainment business, silent movies, sound movies, radio, television, it has been sentenced to death on a dozen different occasions, but it has managed to not only survive but to forge ahead until it now enjoys the greatest period of usefulness and prosperity in its history. It has engineered itself to almost a point of perfection in listening; it has worked side by side with all media of entertainment; it provides radio listeners with endless hours of the best in music; it furnishes relaxation and pleasure for the hundreds of thousands of our boys and girls in the armed forces at home and overseas; and it makes available the finest musical entertainment possible for millions of homes the world over.

And now for the particular "thought" we have in mind. All this has been accomplished in an economy highlighted by ever-increasing costs, labor, materials, research, sales, transportation, everything that goes into the manufacturing of phonograph records. BUT to the user of phonograph records the cost today is less than half that of thirty years ago. The long-play and extended-play records have been important contributing factors in these savings for the user. Yes, quite a record for the Record when one considers that in an economy of ever-mounting costs, the customer now gets much more beautifully recorded music for less money than ever before in history.

THE MILLION-SELLER RECORDS

Continued from page 44

	Summit Ridge Drive	Victor 1940
Shore, Dinah	Buttons and Bows	Columbia 1948
Sinatra, Frank	Young at Heart	Capitol 1954
Smith, Kate	Rose O'Day	Columbia 1941
Stafford, Jo	Temptation	Capitol 1948
	Make Love to Me	Columbia 1954
Starr, Kay	Wheel of Fortune	Capitol 1952
	Rock And Roll Waltz	RCA Victor 1955
Tucker Orrin	Oh, Johnny	Columbia 1939
Waring, Fred	'Twas the Night Before Christmas	Decca 1942
Weavers, The	On Top of Old Smoky	Decca 1951
Weber, Joan	Let Me Go Lover	Columbia 1954
Weems, Ted	Heartaches	Decca 1950
Whiteman, Paul	Whispering	Victor 1920
	Three O'Clock in the Morning	Victor 1922
Whiting, Maggie	The Tree in the Meadow	Capitol 1948
with Jimmy Wakely	Slipping Around	Capitol 1949
Williams, Roger	Autumn Leaves	Kapp 1955

Congratulations
CASH BOX
ON YOUR
14th ANNIVERSARY
FROM THE ENTIRE
W & G
RECORD PROCESSING ORGANIZATION
"Australia's Fastest Growing Record Company"
EXCLUSIVE DISTRIBUTORS IN
AUSTRALIA and NEW ZEALAND
for
ABC PARAMOUNT—ALADDIN
DOUBLE AA—ELECTRONE
FRATERNITY—HUDSON—INTRO
KEY—MAJAR—MARVEL
MARVELTONE—ORFEO—PAL
PICKWICK—PLYMOUTH—POINT
RECORD CORP. of AMERICA
REMINGTON—RKO—UNIQUE
SCORE—STANDARD PHONO.
W&G RECORD PROCESSING COMPANY Pty. Ltd.
MELBOURNE and SYDNEY
American Representative
JAMES N. PARKS
852 ELM STREET
MANCHESTER, N. H.

Best Wishes 'Cash Box'
FROM THE
Mal Bellairs' Shows
WBBM • CHICAGO
★
Saturdays—1 P.M.-5 P.M.
Sundays—1 P.M.-4:30 P.M.

14th Salute
JIM MILLS
HEARD ON
WBBM • WGN • WIND
CHICAGO d.j.

COMING SOON!
A GREAT NEW LABEL
MERCURY RECORDS
SPONSORED BY THE WORLD'S LARGEST RECORD PROMOTION ORGANIZATION
MUTUALLY OWNED SOCIETY for SONGWRITERS, INC.
ONE EAST 42nd ST. NEW YORK 17

A Year Is Still 12 Long Months!



by WILLIAM NEILSEN

It's hard to believe that a whole year has fled since last I took pen in hand to try to say something significant for *The Cash Box*. Hard to accept the fact that this mighty important teen-ager just blew out fourteen candles on its birthday cake. Seems like only yesterday . . .

Or does it?

A year ago, Roy Hamilton was sharing the number one slot in *The Cash Box* Juke Box chart with Les Baxter and Al Hibbler. Can you remember the song? It was "Unchained Melody" and I don't believe it's been played once in the last six months. That was a very, very big hit single!

It must surely be a few years since Davy Crockett roared through the country and dominated the charts, wouldn't you say? Well, it was a mere 52 weeks ago!

Look through your file copy of last year's *Cash Box* and take a good look at the ad on page 79. Tucked away in the corner are two names not terribly well known to me then. That was a scant 365 days ago. The names? Andy Griffith and Elvis Presley!

I hope I've driven the point home. In the record business a year is longer than the weeks, days and hours the calendar specifies.

Faced with the fact that a great volume of recorded music is consumed so quickly, we, at Epic, have sought to make the year shorter by developing our artists and our packaged catalog. Thus, if the hit song is forgotten, the artist will not so easily disappear.

We've had some success, too. By thoughtful integration of our repertoire, artists and promotion, we are working toward the establishment of a solid following in every category of music.

The ultimate measure of success will be twelve months hence. Then when you hear the names, Dolores Hawkins, Somethin' Smith, Lillian Roth, Anita Ellis, Neal Hefti and the 4 Coins, the label will follow in automatic parentheses.

Album-wise, you may still be seeing "Gentlemen Be Seated" and "Lester Lanin" on the charts. Meanwhile we'll be working on some "dillies" to join them there!

In The Beginning . . .

by STAN KAVAN

In the beginning was the word and the word gave germ and the germ became Lp. And Lp brought much heart to those times for its benefits didst change the course of trade and founded new thought for all. Later the times begat EP which did further service for the merchants. And all members of the trade did set their ways to rebuild their houses which was accomplished and the ways became sure of foot. And for many days the merchants did prosper and the hearers enjoyed.

Soon after another enlightenment did appear which was to be called CL-500. And the merchants who were great in number did acclaim the new enlightenment much. For the new enlightenment taketh the joy of the hearer and expandeth it multifold and selleth for little. And the maker of the new enlightenment which was called the house of Lp identity held council among the elders whence was established a course to pursue the new enlightenment with great vigor.

And the elders did speed news to tradesmen of the lute to the lute to contribute service; and after certain calendar days the families of Faith, Weston, Kostelanetz, Legrand, Elgart and others of the work did respond with special craftsmanship, and the word did speed also to balladiers of repute of the tribes of Laine, Day, Clooney and Stafford; and the jester clans of Borge and Godfrey also did contribute as did Brubeck and Armstrong, tradesmen of special service.

And service beget service until the new enlightenment numbered many fold.

Then couriers of the maker journeyed into the cities and far out into the fields and did help the merchants to pursue the hearers with all manner of devices, and the wonder of the enlightenment touched many, merchants and hearers alike.

And in those days there were conveyors of the word who ascendeth great pinnacles with magnitudinous voice and did proclaim the enlightenment in glowing terms, which did lend further joy to the hearers. And the hearers proceedeth to the merchants who made much trade and prospered. Thus was accomplished great change in the minds of the hearers as to the manner of their enjoyment.

And it came to pass after a time that other makers great in honor did also begin to render wares similar to the new enlightenment; and one fearing lest merchants succumb to certain famine at times as was peculiar to their trade, did decide to render all its wares, no matter the stature, for less, the same value as was that of the enlightenment. There were also scribes during this time who were quick to tell the import of the revelation made by the enlightenment and the alteration of the trade structure; and harkened the news so that even the most distant merchant didst know of its coming.

And the merchants with energy that belied their number restored anew their abodes of trade and beckoned hearer one and all to see their wares which were many. Now these were the devices which the makers had rendered to merchants to secure trade; documents in great number inscribing the wares, banners that did herald the splendors of the purchase, messages to the hearers by the conveyers of the word, specimens of certain wares for little of the trade practice, reports in journals, special covenants of trade, selections of wares for certain calendar times for little of the accustomed structure and other devices great in number.

And there arose certain prophets who spoke out to the merchants: "Be secure in thy work for the seasons ahead hold much promise. Accept thy mantle in good heart and prevail willingly of thine own making. Do not succumb to laxity lest you be tempted by the markup to do naught but rest on the hearers to select your wares by their own accord." And as the seasons passed and much trade did proceed of firmest kind, all teachers of the word, makers and makers' couriers and the merchants, one and all, reveled in new spirit.

So thus it was recorded the process of the trade revelation which did make the times fruitful.

And even to this day the merchants prosper and the hearers enjoy.

Heartiest Congratulations to THE CASH BOX—
and Greetings to
The MUSIC MERCHANTS OF AMERICA

America's Leading ONE STOP Record Service

LESLIE DISTRIBUTORS

639 TENTH AVE. NEW YORK 36, N. Y. PLaza 7-1977
2231 FIFTH AVE. PITTSBURGH, PA. GRant 1-9323
377 WINDSOR ST. HARTFORD, CONN. JAckson 5-1147
221 FRELINGHUYSEN AVE. NEWARK, N. J. Bigelow 3-1155



Personal Mgr. DON SAXON

HAPPY 14th ANNIVERSARY

LEW CONETTA

Now on KING Records
with 2 Hit Sides

"THE PIZZA PIZZARELLA"

b/w

"OLD LOVE LETTERS"

KING 4945

Promoting Cha Cha Cha



LONG ISLAND, N. Y.—The Coral Reef Beach Club in Lido Beach, Long Island, gave a party last week in Alan Dale's honor. The club features Mambo and Cha Cha music and the patrons feel that Alan has done the most to make Cha Cha music popular via his recordings of "Cherry Pink And Apple Blossom White", "Sweet And Gentle" and his current disk "No One Home". Dr. Gershman (extreme right), president of Coral Reef, is pictured next to Bob Austin of The Cash Box as they present a blow up of The Cash Box Pick to the singer.



Just released...

GLENDORA

b/w

MORE

SOMEBODY UP THERE LIKES ME

b/w

DREAM ALONG WITH ME

(I'm On My Way To A Star)

Congratulations and sincerest
best wishes to the boys at
The Cash Box on their 14th Anniversary.

...PERRY

RCA VICTOR

Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

YOU CAN OBTAIN YOUR FREE COPY OF

THE CASH BOX

(JULY 28th ISSUE)

14th ANNIVERSARY ANNUAL ENCYCLOPEDIA & DIRECTORY

ALL DURING THE NAMM CONVENTION, MON., TUES., WED., JULY 23, 24 AND 25 IN THE CASH BOX' DISPLAY

BOOTH 14

THE FOLLOWING MEMBERS OF THE CASH BOX' STAFF WILL BE ON HAND TO GREET YOU BEGINNING MONDAY, JULY 23

JOE ORLECK, Publisher, New York
BOB AUSTIN, General Mgr., Music Dept., New York
SID PARNES, Editor-In-Chief, New York
NORMAN ORLECK, Associate Editor, New York
MARTY OSTROW, Associate Editor, New York
IRA HOWARD, Associate Editor, New York
JACK DEVANEY, Mgr., Hollywood

FOR ANY FURTHER INFORMATION PHONE **THE CASH BOX** NEW YORK OFFICE:

26 WEST 47th ST., NEW YORK 36, N. Y.
ALL PHONES: JUDSON 6-2640

14 BEST Bally® WISHES

Cash Box 14th ANNIVERSARY



Bob Anderson



Lou Breese



Bob Carroll



Lew Douglas



Gayden Sisters



Caesar Giovannini



Jimmy Hilliard



Betty Johnson

The Lorelies



Thurl Ravenscroft



Janis Paige

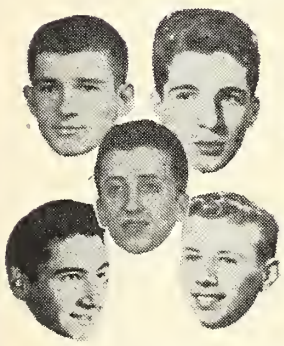


Bob Kames





Ted Weems



The Highlights

KEEP UP THE GREAT WORK!

Bally® RECORDS
THE HOME OF LIVING PERFORMANCE
203 N. Wabash Avenue
Chicago 1, Ill.
ANdover 3-4677

RCA Victor's Pop Singles Sales Whipping Summer Slump



by W. W. BULLOCK

With the advent of warm weather, people in the record business used to feel that they should close shop and hang out the sign "Gone Fishin'".

There rarely used to be any warm weather hits or even warm weather business. Everybody was supposed to be so busy planning vacations and budgeting for the summer cottage, that there was little or no allowance for buying records during the heat.

All this has changed. The RCA Victor Singles Record Department is enjoying its best summer season in many a year. In sparking summer sales, we have bested a bugaboo and broken a tradition that has haunted the record business since its very inception.

We have made a concerted effort the past few years to hoist our business over this doldrum. We have introduced special sales programs, hypoed our distributors and dealers with merchandising aids and armed our field men with many-pronged promotion pitchforks in order to explode for once and for all the theory that the dog days spelled disaster for disk sales.

Current business has proved that if you have what the public wants, they'll pull out their change pockets and put the money on the line no matter if the temperature soars up or down.

Riding higher this month than any other artist at this period in the history of the company is Elvis Presley, whose latest RCA Victor hit, "Hound Dog," set an all-time high in sales in one week. This astounding sales bonanza skyrocketed during one of the slowest months sales-wise of the year—July. Which goes to disprove the old adage that June, July and August are dog days for disk sales. With our operations geared to move in fast on a hit of this calibre, a grass fire such as our Presley platter can reach unprecedented heights seldom obtainable even in the happiest holiday period.

We who sit in the judgment seat on pop artists and their potentialities here at RCA Victor are convinced that Presley has only begun to tap his tremendous future—that he no doubt will be one of the all-time greats in the record business. And just as Elvis can "blow up a storm" in July—any other of our artists also can get as hot as the temperature in the torrid months now that the apocryphal hypotheses—that you might as well "go fishing" in June, July and August as launch a hot sales campaign on a likely winner—is broken.

We are baiting our hooks for a bigger and better catch during these months than the industry has ever known—and with other sure sellers like Perry Como, Hugo Winterhalter, Tony Martin, Eddie Fisher, Kay Starr, Jaye P. Morgan, Ames Brothers and Julius LaRosa as our bait—we expect to come up with a record-breaking haul that will make the summer one of the most consistently profitable seasons of the entire year.

Sure Shots

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"WHEN MY DREAMBOAT COMES HOME" — The Cash Box Sleeper of the Week — 7/14
"SO LONG"
Fats Domino . . . . . Imperial 5396; 45-5396

•

"THE OLD PHILOSOPHER" — The Cash Box Best Bets — 7/14
Eddie Lawrence . . . . . Coral 61671; 9-61671

•

"SOMEBODY UP THERE LIKES ME" — The Cash Box Disk of the Week — 7/7
Perry Como . . . . . RCA Victor 20-6590; 47-6590

•

"THE FOOL" — The Cash Box Sleeper of the Week — 7/7
Sanford Clark . . . . . Dot 15481; 45-15481
Gallahads . . . . . Jubilee 5252; 45-5252

•

"WEARY BLUES"
"IN THE ALPS" — The Cash Box Disk of the Week — 7/14
McGuire Sisters & Lawrence Welk . . Coral 61670; 9-61670

•

"HOUND DOG" — The Cash Box Disk of the Week — 7/28
Elvis Presley . . . . . RCA Victor 20-6604; 47-6604

•

"SONG FOR A SUMMER NIGHT" — The Cash Box Disk of the Week — 7/21
Mitch Miller . . . . . Columbia 40730; 4-40730

LEADERSHIP

★

Milt Salstone

M. S. Distributing Co.

2009 So. Michigan Ave., Chicago

(Tel.: CA 5-1181)

Congratulations "Cash Box" on your 14th Anniversary

from

Tony Galgano

"The Music Operators' Friend"

GALGANO DISTRIBUTING COMPANY

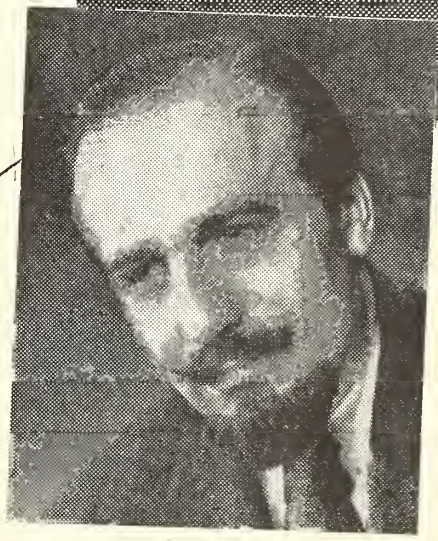
4142 W. ARMITAGE AVE., CHICAGO, ILL.

(Tel.: DIckens 2-7060)

Original theme as introduced on Westinghouse "Studio One" Summer Theater

SONG FOR A SUMMER NIGHT

Mitch Miller





MITCH MILLER
and his Orchestra
Instrumental Version

MITCH MILLER
and his Orchestra and
Chorus
Vocal Version

COLUMBIA 40730 • 4-40730

*Produced by Robert Herridge

Directed by Karl Genus

With:

Kenneth Utt, Herbert Nelson,
Margaret Feury, Martin Rudy
and Bibi Osterwald.

Written by Charles Garment

COLUMBIA RECORDS

®"Columbia," ⓒ ℗ T. M

The Cash Box TOP 50 Best Selling Records

COMPILED BY The Cash Box FROM LEADING RETAIL OUTLETS

1—I Almost Lost My Mind
Pos. 7/21: 2 — Pos. 7/14: 1

★DO-15472 (45-15472)— PAT BOONE
I'm In Love With You

MG-10578 (K10578)— IVORY JOE HUNTER
If I Give You My Love

2—My Prayer
Pos. 7/21: 4 — Pos. 7/14: 7

DE-29991 (9-29991)—INK SPOTS
Bewildered

★ME-70893 (70893 x 45)— PLATTERS
Heaven On Earth

3—I Want You, I Need You, I Love You
Pos. 7/21: 6 — Pos. 7/14: 4

★VI-20-6540 (47-6540)— ELVIS PRESLEY
My Boby Left Me

4—The Wayward Wind
Pos. 7/21: 1 — Pos. 7/14: 2

CA-3430 (F-3430)— TEX RITTER
The Searchers

★ER-1013 (45-1013)— GOGI GRANT
No More Than Forever

5—Be-Bop-A-Lula
Pos. 7/21: 7 — Pos. 7/14: 8

★CA-3450 (F-3450)— GENE VINCENT
Woman Love

6—Whatever Will Be, Will Be (Que Sera, Sera)
Pos. 7/21: 10 — Pos. 7/14: 13

★CO-40704 (4-40704)— DORIS DAY
I've Gotta Sing Away The Blues

ME-70881 (70881x45)— EDDY HOWARD
You Can't Keep Running

7—More
Pos. 7/21: 8 — Pos. 7/14: 9

★VI-20-6554 (47-6554)— PERRY COMO
Glendora

8—I'm In Love Again
Pos. 7/21: 5 — Pos. 7/14: 5

DO-15462 (45-15462)— FONTANE SISTERS
You Always Hurt The One You Love

★IM-5386 (45-5386)— FATS DOMINO
My Blue Heaven

9—Moonglow & Picnic
Pos. 7/21: 3 — Pos. 7/14: 3

★CR-61618 (9-61618)— GEORGE CATES
Ria Batucada

★DE-29888 (9-29888)— MORRIS STOLOFF
Picnic

10—Allegheny Moon
Pos. 7/21: 13 — Pos. 7/14: 14

CR-61679 (9-61679)— LENNON SISTERS
Faith Unlocks The Door

★ME-70878 (70878 x 45)— PATTI PAGE
The Strangest Romance

VI-20-6551 (47-6551)— BILLY REGIS
A Kiss Before Dying

11—On The Street, Where You Live
Pos. 7/21: 9 — Pos. 7/14: 6

★CO-40654 (4-40654)— VIC DAMONE
We All Need Love

CR-61644 (9-61644)— LAWRENCE WELK
I Could Have Danced All Night

EP-9153 (5-9153)— FRANCES WAYNE
Wednesday's Child

VI-20-6529 (47-6529)— EDDIE FISHER
Sweet Heartaches

VI-20-6569 (47-6569)— ARTHUR FIEDLER
I Could Have Danced All Night

12—Sweet Old Fashioned Girl
Pos. 7/21: 12 — Pos. 7/14: 11

★CR-61636 (9-61636)— TERESA BREWER
Goodbye John

13—Stranded In The Jungle
Pos. 7/21: 15 — Pos. 7/14: 19

★FL-109 (45-109)— JAYHAWKS
My Only Darling

ME-70898 (70898 x 45)— GADABOUTS & PUTNAM
Blues Train

★MO-994 (45-994)— CADETS
I Want You

14—Born To Be With You
Pos. 7/21: 11 — Pos. 7/14: 10

★CD-1291 (45-1291) CHORDETTES
Love Never Changes

ME-70870 (70870 x 45)— LOLA DEE
Hot Rod Henry

15—Standing On The Corner
Pos. 7/21: 14 — Pos. 7/14: 12

CA-3414 (F-3414)— DEAN MARTIN

CA-3498 (F-3498)— ANDY GRIFFITH
No Time For Sergeants

★CO-40674 (4-40674)— FOUR LADS
My Little Angel

DE-29897 (9-29897)— MILLS BROTHERS
King Porter Stamp

EP-9158 (5-9158)— NEAL HEFTI SINGERS
Joey, Joey, Joey

16—Canadian Sunset
Pos. 7/21: 23 — Pos. 7/14: 24

CD-1297 (45-1297)— ANDY WILLIAMS
High Up On A Mountain

★VI-20-6537 (47-6537)— HUGO WINTERHALTER & EDDIE HEYWOOD
This Is Real

17—It Only Hurts For A Little While
Pos. 7/21: 16 — Pos. 7/14: 16

★VI-20-6481 (47-6481)— AMES BROTHERS
If You Wanna See Mamie

18—Glendora
Pos. 7/21: 19 — Pos. 7/14: 20

★VI-20-6554 (47-6554)— PERRY COMO
Mare

19—You Don't Know Me
Pos. 7/21: 21 — Pos. 7/14: 35

★CO-40710 (4-40710)— JERRY VALE
Enchanted

★DE-29949 (9-29949)— CARMEN McRAE
Never Loved Him Anyhow

VI-20-6502 (47-6502)— EDDY ARNOLD
Rockin' Mockin' Bird

20—Rip It Up
Pos. 7/21: 26 — Pos. 7/14: 23

★SP-579) (45-S79)— LITTLE RICHARD
Ready Teddy

21—Treasure Of Love
Pos. 7/21: 17 — Pos. 7/14: 15

★AT-1092 (45-1092)— CLYDE McPHATTER
When You're Sincere

CR-61647 (9-61647)— DOROTHY COLLINS
He's Got Me Hook, Line And Sinker

22—Fever
Pos. 7/21: 22 — Pos. 7/14: 22

★KI-4935 (45-4935)— LITTLE WILLIE JOHN
Letter From My Darling

23—That's All There Is To That
Pos. 7/21: 24 — Pos. 7/14: 29

★CA-3465 (F-3465)— NAT "KING" COLE & 4 KNIGHTS
My Dream Sonata

24—Soft Summer Breeze
Pos. 7/21: 36 — Pos. 7/14: 42

25—Ivory Tower
Pas. 7/21: 18 — Pas. 7/14: 17

CR-61617 (9-61617)—FOUR HUES
Sister Jenny

★DL-6093 (45-6093)— OTIS WILLIAMS & CHARMS
In Poradise

★DO-15458 (45-15458)— GALE STORM
I Ain't Gonna Worry

★FR-734 (45-734)— CATHY CARR
Please, Please Believe Me

RL-1310 (45-1310)— LALO GUERRERO

26—Love, Love, Love
Pas. 7/21: 29 — Pas. 7/14: 21

★AT-1094 (45-1094)—CLOVERS
Your Tender Lips

ME-70889 (70889x45)— DIAMONDS
Every Night About This Time

VI-20-6594 (47-6594)— JOHNNIE & JACK
I Loved You Better Than You Knew

27—Theme From 'The Proud Ones'
Pas. 7/21: 27 — Pas. 7/14: 40

★CA-3472 (F-3472)— NELSON RIDDLE
Love Of Genevieve

CO-40717 (4-40717)— LIONEL NEWMAN
Who Gave You The Roses?

CR-61663 (9-61663)— JOHNNY DESMOND
I Only Know I Love You

DE-30001 (9-30001)— FRED LOWERY
Whistler's Daddy

MG-12275 (K12275)— LEROY HOLMES
Wouldn't It Be Loverly

VI-20-6574 (47-6574)— THREE SUNS
Haunted Guitar

WI-90079 (90079x45)— BUDDY MORROW
Paradise Lost

28—Transfusion
Pas. 7/21: 20 — Pas. 7/14: 18

DI-3004 (45-3004)— FOUR JOKERS
You Did

★DO-15470 (45-15470)— NERVOUS NORVUS
Dig

29—Heartbreak Hotel
Pas. 7/21: 25 — Pas. 7/14: 26

CA-3480 (F-3480)— STAN FREBERG
Rock Island Line

MO-98S (45-98S)—CADETS
Church Bells May Ring

★VI-20-6420 (47-6420)— ELVIS PRESLEY
I Was The One

30—Give Us This Day
Pas. 7/21: 33 — Pas. 7/14: 34

DE-29990 (9-29990)— DREAM WEAVERS
Why I Chose You

★MG-12288 (K12288)— JONI JAMES
How Lucky You Are

31—Graduation Day
Pas. 7/21: 30 — Pas. 7/14: 25

★AP-9700 (45-9700)— ROVER BOYS
I Hear Music

CA-3410 (F-3410)— FOUR FRESHMEN
Lonely Night In Paris

CR-61648 (9-61648)— LENNON SISTERS
Tay Tiger

32—I Could Have Danced All Night
Pas. 7/21: 35 — Pas. 7/14: 39

CO-40676 (4-40676)— ROSEMARY CLOONEY
I've Grown Accustomed To Your Face

CR-61644 (9-61644)— LAWRENCE WELK O.
On Street Where You Live

★DE-29903 (9-29903)— SYLVIA SYMS
The World In My Corner

MG-12220 (K12220)— CHARLIE APPLEWHITE
Shangri-La

VI-20-6469 (47-6469)— DINAH SHORE
What A Heavenly Night

VI-20-6460) (47-6460)— FRANKIE CARLE
Lisa, the Mechanical Doll

VI-20-6569 (47-6569)— ARTHUR FIEDLER
On The Street Where You Live

33—I Promise To Remember
Pas. 7/21: — — Pas. 7/14: — —

★ GE-1018 (45-1018) F. LYMON & TEEN AGERS
Who Can Explain

WI-90078 (90078x45)— JIMMY CASTOR & JUNIORS

34—Portuguese Washerwoman
Pas. 7/21: 31 — Pas. 7/14: 32

★CA-3418 (F-3418)— JOE "FINGERS" CARR
Lucky Pierre

KA-149 (45-149)— JOE SHERMAN
Song from The Searchers

35—Ready Teddy
Pas. 7/21: 2B — Pas. 7/14: 30

★SP-S79 (45-579)— LITTLE RICHARD
Rip It Up

36—Ghost Town
Pas. 7/21: 44 — Pas. 7/14: 47

★CO-40705 (4-40705)— DON CHERRY
I'll Be Around

37—When My Dreamboat Comes Home
Pas. 7/21: — — Pas. 7/14: — —

★IM-5396 (45-5396)— FATS DOMINO
So Long

38—Picnic
Pos. 7/21: 34 — Pos. 7/14: 28

★CR-61627 (9-61627)— McGUIRE SISTERS
Delilah Jones

DE-29888 (9-29888)— GEORGE DUNING
Moonglow & Picnic

VI-20-6471 (47-6471)— BUDDY BREGMAN
Riviera

39—I Only Know I Love You
Pos. 7/21: 40 — Pos. 7/14: 44

CR-61663 (9-61663)— JOHNNY DESMOND
Theme Fram "The Proud Ones"

★DE-29989 (9-29989)— FOUR ACES
Dreamer

40—The Fool
Pos. 7/21: — — Pos. 7/14: — —

★DO-15481 (45-15481)— SANFORD CLARK
Lonesome For A Letter

★JU-5252 (45-5252)— THE GALLAHADS
The Morning Mail

41—The Old Philosopher
Pos. 7/21: — — Pos. 7/14: — —

42—Daydreams
Pos. 7/21: 48 — Pos. 7/14: —

43—Can't We Be Sweethearts
Pos. 7/21: 45 — Pos. 7/14: —

44—Somebody Up There Likes Me
Pos. 7/21: — — Pos. 7/14: — —

45—Voices
Pos. 7/21: 49 — Pos. 7/14: —

46—Weary Blues
Pos. 7/21: — — Pos. 7/14: — —

47—Song For A Summer Night
Pos. 7/21: — — Pos. 7/14: — —

48—A Casual Look
Pos. 7/21: 42 — Pos. 7/14: 38

49—Walk Hand In Hand
Pos. 7/21: 32 — Pos. 7/14: 27

50—So Long
Pos. 7/21: — — Pos. 7/14: — —

50—Hound Dog
Pos. 7/21: — — Pos. 7/14: — —

CODE:

AA—Double A
AB—Abbott
AL—Aladdin
AO—Apollo
AP—ABC-Paramount
AR—Arcade
AT—Atlantic
BA—Baton
BN—Benida
BT—Bethlehem
CA—Capitol
CD—Cadence
CH—Chess
CK—Checker
CL—Cardinal
CO—Columbia
CR—Coral
CT—Cat
CW—Crown
DA—Dana
DE—Decca
DI—Diamond
DL—DeLuxe
DO—Dot
DT—Dootone
DU—Duke
EP—Epic
ER—Era
ES—Essex
EX—Excello
FB—Fabor
FE—Federal
FI—Fiesta
FL—Flash
FP—Flip
FR—Fraternity
GE—Gee
GN—Golden
GR—Groove
GTJ—Good Time Jazz
HE—Herald
IM—Imperial
JD—Jay Dee
JU—Jubilee
JZ—Josie
KA—Kapp
KI—King
LI—Liberty
LO—London
MB—Melba
MD—Media
ME—Mercury
MG—MGM
MO—Modern
NG—Norgran
OK—Okeh
OL—Olympic
PA—Parrot
PE—Peacock
PM—Prom
PP—Peter Pan
PR—Prestige
RA—Rainbow
RE—Regent
RL—Real
RM—Rama
RP—RPM
SA—Savoy
SE—Seeco
SL—Spotlight
SO—Sound
SP—Specialty
SU—Sun
ST—Starlite
TA—Tampa
TI—Tico
TR—Trend
UN—United
UQ—Unique
VE—Verve
VI—RCA Victor
VJ—Vee Jay
VK—Vik
WI—Wing

★ INDICATES BEST SELLING RECORD OR RECORDS.

- Tunes are listed above in order of their popularity based on a continuing weekly national survey of leading retail dealers by *The Cash Box*. Each listing includes the nome of the song, record number, artists and tune on the reverse side.
- The numbers underneoth the title indicate the positions of the record last week and two weeks ago, respectively.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"



TONY BENNETT

at his best—
singing his latest
two Sided HIT...

"HAPPINESS STREET" and "FROM THE CANDY STORE ON THE CORNER TO THE CHAPEL ON THE HILL"

COLUMBIA RECORD-40726 (4-40726)

COLUMBIA RECORDS

Best Wishes
Music Dealers of America

We're
BREAKING RECORDS
IN NORTHERN CALIF.
•
It's
CHATTON
For The
HOTTEST
LABELS IN THE TRADE!
•
CHATTON DISTRIB. CO. INC.
2517 San Pablo Ave.
OAKLAND—CALIF.
Telephone Highgate 4-5677

TRANSDISC
CORP. OF
BOSTON
285 HUNTINGTON AVE.
(BOSTON)
New England Distributors for
APOLLO — ALADDIN — ATCO — BATON — BLUENOTE — DUKE — EXCELLO — HERALD — MELBA — PEACOCK — FIESTA — RAINBOW —SAVOY — STATES — VITA — SPECIALTY — URANIA — AMERICAN — NEIL.

"CO-ED RECORDS"
Recordings . . . Of Distinction
* * * *
Collegiate • Pop-Rhythm & Blues
Country & Western
All 45 rpm Singles—Times—2:41 to 2:35.
"RUN AWAY HEART" b/w
"I'd Call This World A Heaven"
114-121-A
Norris The Troubadour & His Music
"YAMTANG YAMTANG RANKYTANG"
(No Meat Sweet potato Swing)
115-120: bm-45
b/w
"Mint Julep Bloomin' Like A Tulip"
Norris The Troubadour & His Music
049-094
"JEANIE" b/w "RUN AWAY HEART"
The Newcomb Rayner Cannonballers
* * * *
55-Cents ea. Minimum—6 Records.
Cash Or MO with Order.
SORORITY FRATERNITY RECORD & RECORDING CLUB OF AMERICA
Morningside Station—Box 46, N. Y. 26, N. Y.

PHONOGRAPH MANUFACTURERS

AMI
1500 Union Ave.
Grand Rapids, Michigan

A.R.F. PRODUCTS
7627 Lake Street
River Forest, Ill.

ADMIRAL
3800 West Cortland Street
Chicago, Ill.

AMERICAN ELITE
7 Park Ave.
New York, N. Y.

ARTHUR ANSLEY
R.D. 2
Doylestown, Pa.

AUDIO INDUSTRIES
532 West Fourth St.
Michigan City, Ind.

AUDIO-MASTER
17 East 45th St.
New York, N. Y.

AUTOCRAT ELECTRONICS
5024 Elm Street
Skokie, Ill.

B & R ELECTRONICS
1701 Boone Ave.
New York, N. Y.

BEAM RADIONICS
224 North Des Plaines St.
Chicago, Ill.

BELL & HOWELL
7100 McCormack Rd.
Chicago, Ill.

BELMONT RADIO
5921 West Dickens Ave.
Chicago, Ill.

BOETSCH BROTHERS
115 Cedar St.
New Rochelle, N. Y.

DAVID BOGEN
29 Ninth Ave.
New York, N. Y.

BOHN MUSIC SYSTEMS
550 Fifth Ave.
New York, N. Y.

CBS-COLUMBIA
3400 Seventh Ave.
Long Island City, N. Y.

CALIFONE
1041 North Sycamore Ave.
Hollywood, Calif.

CAPEHART-FARNSWORTH
3700 East Pontiac Street
Fort Wayne, Ind.

CAPITOL
Sunset & Vine
Hollywood, Cal.

CARBONNEAU
21 Ionia Ave., North West
Grand Rapids, Mich.

CARRON
741 West Harrion St.
Chicago, Ill.

CHEMTRON
100 Fifth Ave.
New York, N. Y.

CLINTON
103 Lafayette Street
New York, N. Y.

COLUMBIA
799 Seventh Ave.
New York, N. Y.

CRESCENT
5900 West Touhy Ave.
Chicago, Ill.

CROSLEY
1329 Arlington Street
Cincinnati, Ohio

DEAN
425 Devoe Ave.
New York, N. Y.

DECCA
50 West 57th St.
New York, N. Y.

DE WALD
35-15 Thirty Seventh Ave.
Long Island City, N. Y.

DICTOGRAPH
95-25 149th St.
New York, N. Y.

ALLEN B. DUMONT
Market St.
East Paterson, N. J.

DYNAVOX
4005 Twenty-First St.
Long Island City, N. Y.

EDU CRAFT
150-45 Twelfth Ave.
Whitestone, N. Y.

ELCRAFT ELECTRONICS
3228 Forty-Ninth St.
Long Island City, N. Y.

ELECTRONIC CREATIONS
1701 Boone Ave.
New York, N. Y.

ELSO
1218 West Girard Ave.
Philadelphia, Pa.

EMERSON
Cole & 16th
Jersey City, N. J.

ERRES
64 Cedar Ave.
Poughkeepsie, N. Y.

FANON
150-09 South Road
Jamaica, N. Y.

FISHER
45-41 Van Dam St.
Long Island City, N. Y.

GOTHAM
123 West 64th St.
New York, N. Y.

GRANCO
36-07 Twentieth Ave.
Long Island City, N. Y.

GRAY RESEARCH
598 Hilliard St.
Manchester, Conn.

GRAYLINE ENGINEERING
12233 Avenue O.
Chicago, Ill.

HALLICRAFTERS
4401 West 5th Ave.
Chicago, Ill.

HEROLD
2 Anderson Ave.
Mount Vernon, N. Y.

HOFFMAN
3761 South Hill St.
Los Angeles, Calif.

KELTON
100 Felton St.
Waltham, Mass.

KINGSWAY
310 South Green St.
Chicago, Ill.

KRAFT
148-12 Ninety-Fourth Ave.
Long Island, N. Y.

LANG & TAYLOR
100 Felton St.
Waltham, Mass.

MGM
701 Seventh Ave.
New York, N. Y.

MP CONCERT INSTALLATIONS
Fairfield, Conn.

MAGNAVOX
2131 Bueter Road
Fort Wayne, Ind.

MAJESTIC INTERNATIONAL
70 Washington St.
Brooklyn, N. Y.

MAJOR ELECTRONICS
42-44 Meserole Street
New York, N. Y.

JOHN MECK
Pennsylvania & Liberty Sts.
Plymouth, Ind.

MERCURY
35 East Wacker Drive
Chicago, Ill.

MITCHELL
2525 Claybourn Ave.
Chicago, Ill.

MOBINE TRADING
64 Cedar Ave.
Poughkeepsie, N. Y.

MOTOROLA
4545 West Augusta Boulevard
Chicago, Ill.

NORTH AMERICAN PHILLIPS
100 East 42nd St.
New York, N. Y.

OLYMPIC
3401 Thirty-Eighth Ave.
Long Island City, N. Y.

PHILCO
Tioga & "C" Sts.
Philadelphia, Pa.

PHONOGRAPH CORPORATION OF AMERICA
55 West 42nd St.
New York, N. Y.

PILOT
3706 Thirty-Six St.
Long Island City, N. Y.

PLAZA
869 Broadway
New York, N. Y.

PORTOFONIC
4005 Twenty-First St.
Long Island City, N. Y.

PORT-O-MATIC
438 East 91st St.
New York, N. Y.

PYRAMID
3815 Trimble Road
Nashville, Tenn.

RCA VICTOR
Camden, N. J.

REGAL
605 West 130th St.
New York, N. Y.

REK-O-KUT CO.
3801 Queens Blvd.
Long Island City, N. Y.

ROLAND
716 South Columbus Ave.
Mount Vernon, N. Y.

SCOTT
1020 North Rush St.
Chicago, Ill.

J. P. SEEBURG
1500 Dayton St.
Chicago, Ill.

SEECO
39 West 60th St.
New York, N. Y.

SENTINEL
2100 Dempster Ave.
Evanston, Ill.

IRVING B. SHURACK
440 Adelphi St.
New York, N. Y.

SIEMENS & HALSKE
Wayne, N. J.

SONIC
19 Wilbur St.
Lynbrook, N. Y.

STEELMAN
2 Anderson Ave.
Mount Vernon, N. Y.

STROMBERG-CARLSON
100 Carlson Road
Rochester, N. Y.

SYLVANIA
254 Rano Street
Buffalo, N. Y.

SYMPHONIC
John Street
Lowell, Mass.

TELEFUNKEN
7 Park Ave.
New York, N. Y.

TONE PRODUCTS
19 Wilbur Street
Lynbrook, N. Y.

TRAV-LER
571 West Jackson Blvd.
Chicago, Ill.

ULTRA-HI-FI
709 Sip Street
Union City, N. J.

UNIVERSAL
409 Reed Street
High Point, N. C.

U. S. TIME
300 East Main St.
Waterbury, Conn.

VANITY FAIR
50 South Fourth St.
New York, N. Y.

V-M
Fourth & Park Sts.
Benton Harbor, Mich.

WATERS-CONLEY
501 First Ave. North West
Rochester, Minn.

WEATHERS
66 East Glouchester Pike
Barrington, N. J.

WEBSTER-CHICAGO
5610 Bloomingdale Ave.
Chicago, Ill.

WESTINGHOUSE
Metuchen, N. J.

ZENITH
6001 West Dickens Ave.
Chicago, Ill.

RECORDED TAPE MANUFACTURERS

A-V
730 Fifth Ave.
New York, New York

ALPHATAPE
858 North Vine St.
Hollywood, California

AMERICORD
2166 Market St.
San Francisco, California

AMERITAPES
2166 Market St.
San Francisco, California

AUDIO DIGEST
800 North Glendale Ave.
Glendale, California

BEL CANTO
4856 West Jefferson Blvd.
Los Angeles, California

BERKSHIRE
150 West Ninetieth St.
New York, New York

BIBLICAL RESEARCH SOCIETY
4005 Verdugo Road
Los Angeles, California

BURDETT
3619 Henderson Blvd.
Tampa, Florida

CELESTIAL
9015 Twentieth, Northeast
Seattle, Washington

CHAPEL
2941 West Broadway
Los Angeles, California

CONCERTAPES
400 Jackson Ave.
Glencoe, Illinois

CONSOLE
1513 Line Road
Rosemont, Pennsylvania

DS P. O. Box 561
Huntington, New York

DOOTONE
9514 South Central Ave.
Los Angeles, California

ELECTROSONIC SPECIALTIES
Upper Darby, Pennsylvania

EMC
806 East 7th St.
St. Paul, Minnesota

FANTASY
654 Natoma St.
San Francisco, California

GREGG
330 West 42nd St.
New York, New York

HMV
1226 Montgomery Ave.
Narberth, Pennsylvania

HI-FI
6087 Sunset Boulevard
Hollywood, California

HIS MASTERS VOICE
1226 Montgomery Ave.
Narberth, Pennsylvania

HOUSE OF STONE
Lunenberg, Massachusetts

INCA
Institute of Integration
Pyramid, Nevada

INTERNATIONAL PACIFIC
858 North Vine St.
Hollywood, California

JAZZTAPE
858 North Vine St.
Hollywood, California

LANGUAGE TRAINING AIDS
12101 Valleywood Drive
Silver Spring, Maryland

LIVINGSTON
Livingston, New Jersey

MAGIC TONE
545 Fifth Ave.
New York, New York

MAGNETRONICS
122 East Forty Second St.
New York, New York

MIDWEST BROADCASTING SCHOOL
228 South Wabash Ave.
Chicago, Illinois

MUSITAPES
8540 Sunset Blvd.
Hollywood, California

NATIONAL
1818 "M" St. Northwest
Washington, D. C.

OMEGATAPES
858 North Vine St.
Hollywood, California

RCA VICTOR
155 East Twenty Fourth St.
New York, New York

PENTRON
777 South Tripp Ave.
Chicago, Illinois

TAPE OF THE MONTH
449 West Fifty First St.
New York, New York

REIGNER LIBRARY
Union Theological Seminary
Richmond, Virginia

REPLICA
102 West Pleasant Ave.
Maywood, New Jersey

SHAKESPEARE
1818 "M" St. Northwest
Washington, D. C.

SONOTAPE
185 Madison Ave.
New York, New York

SPEED WRITING SCHOOL
55 West Forty Second St.
New York, New York

SPIRITUAL RECORDING
1425 Northwest Thirty Ninth St.
Oklahoma City, Oklahoma

TAPETOONS
Box 397
Smithtown, New York

STEREOTAPE AUDIO ARTS
5607 Melrose Ave.
Los Angeles, California

TECHNICAL
Magnetic Products, Division
Morris Heights, New York

TRU FIDELITY
8250 Lankershin Building
North Hollywood, California

TUNE
2840 Naomi
Burbank, California

WFB
637 East Broad St.
Souderton, Pennsylvania

WEB MUSIC PUBLISHING
149 West Forty Eighth St.
New York, New York

WEBCOR
5610 West Bloomingdale Ave.
Chicago, Illinois

WORD
2920 Dutton
Waco, Texas

• CONGRATULATIONS! •
FROM
• WXLW DICK WINTERS INDIANAPOLIS •

Displaying His Talents



NEW YORK — Sammy Davis Jr. shows Dizzy Gillespie his talent at hitting a few high notes on the stand at Basin Street, where Gillespie appeared with his big band. Following the engagement, the "Bop King" departed for a State Department tour of South America. The goodwill mission was arranged by ANTA due to the success of Gillespie's Middle Eastern junket.

THE FLYING SAUCER LANDED
On Page 61

Greetings
Bing

PHONOGRAPH NEEDLE MANUFACTURERS

H. W. ACTON
370 Seventh Ave.
New York, New York

AMERICAN LAUBSCHER CORP.
333 West 52nd St.
New York, New York

CAPITOL RECORDS
Local Distributor

FRANK CAPPS
20 Addison Place
Valley Stream, New York

COLUMBIA RECORDS
Local Distributor

DECCA RECORDS
Local Distributor

DUOTONE
Locust St.
Keyport, New Jersey

ELECTROVOX
60 Franklin St.
East Orange, New Jersey

FAVORITE
105 East 12th St.
New York, New York

FIDELITONE
6415 North Ravenswood Ave.
Chicago, Illinois

G. E.
Electronics Park
Syracuse, New York

HEART PRODUCTS
Box 6267 Philadelphia, Pennsylvania

JENSEN
7333 West Harrison St.
Forest Park, Illinois

MERITONE
333 West 52nd St.
New York, New York

MILLER MFG.
4th and Church Sts.
Libertyville, Illinois

PERMO
6415 North Ravenswood Ave.
Chicago, Illinois

PFANSTEIHL
104 Lake View Ave.
Waukegan, Illinois

PHILCO
Tioga and C Sts.
Philadelphia, Pennsylvania

RCA VICTOR
Local Distributor

RECOTON
52-35 Barnett Ave.
Long Island City, New York

TELEVEX
46 Lakeview Ave.
Yonkers, New York

TETRAD
62 St. Mary St.
Yonkers, New York

WALCO
60 Franklin St.
East Orange, New Jersey

WEBSTER-CHICAGO
5610 Bloominadale Ave.
Chicago, Illinois

WILCOX-GAY
Charlotte, Michigan

No. 7 NATIONALLY
CHUCK BERRY
"ROLL OVER BEETHOVEN"
CHESS # 1626

GROWING
BOBBY CHARLES
"TIME WILL TELL"
CHESS # 168

ON FIRE!
THE RAVENS
"KNEEL AND PRAY"
ARGO # 5255

THE MOONGLOWS
"WHEN I'M WITH YOU"
CHESS # 1629

DALE HAWKINS
"SEE YOU SOON, BABOON"
CHECKER # 843

CHESS RECORD CORP.
RECORD CO.
4750-52 COTTAGE GROVE AVE
CHICAGO 15, ILLINOIS

FIXTURES, RACKS & EQUIPMENT DISPLAY MANUFACTURERS

A. BITTER
721 East 133rd St.
New York, New York

CAPITOL RECORDS
Local Distributor

CASARD FURNITURE
High Point
North Carolina

CENTRAL WIRE FRAME
218 E. Twenty Sixth St.
New York, New York

COLUMBIA RECORDS
Local Distributor

DECCA
Local Distributor

DENNIS CO.
23 Nairn St.
Newark, New Jersey

EASY VUE
Four Catherine St.
Poughkeepsie, New York

FAVORITE
105 East 12th St.
New York, New York

FREEDMAN ARTCRAFT ENGINEERING
Charlevoix, Michigan

GARDNER
Bethesda, Maryland

GLASS BROS.
9325 West Pico Blvd.
Los Angeles, California

GRAVELY FURNITURE
Ridgeway, Virginia

HOLLEY
Route 38, Church Road
Merchantville, New Jersey

LESLIE
2116 Robbins St.
Philadelphia, Pennsylvania

LIEF
301 West 18th St.
New York, New York

MANUAL ARTS
3472 Beekman St.
Cincinnati, Ohio

MELLAW
Box 1170
Stamford, Connecticut

MERIT
26 St. McLean Blvd.
Paterson, New Jersey

MGM RECORDS
Local Distributor

MALKIN-BEHR
310 East 22nd St.
New York, New York

MERCHANDISING DISPLAYS
10 East Colorado Ave.
Colorado Springs, Colorado

MODERN DEVICES
Box 109
Bel Air, Maryland

MULTIPLEX DISPLAY
1733 Republic Building
Chicago, Illinois

RCA VICTOR RECORDS
Local Distributor

RECORD NEST
3127 Doyne Rd.
Pasadena, California

REGAL
6089 West Pico Blvd
Los Angeles, California

REPLOGLE GLOBES
1901 North Narragansett
Chicago, Illinois

Schloss Brothers
805 East 135th St.
Bronx, New York

SEEBRO
5625 West Fullerton St.
Chicago, Illinois

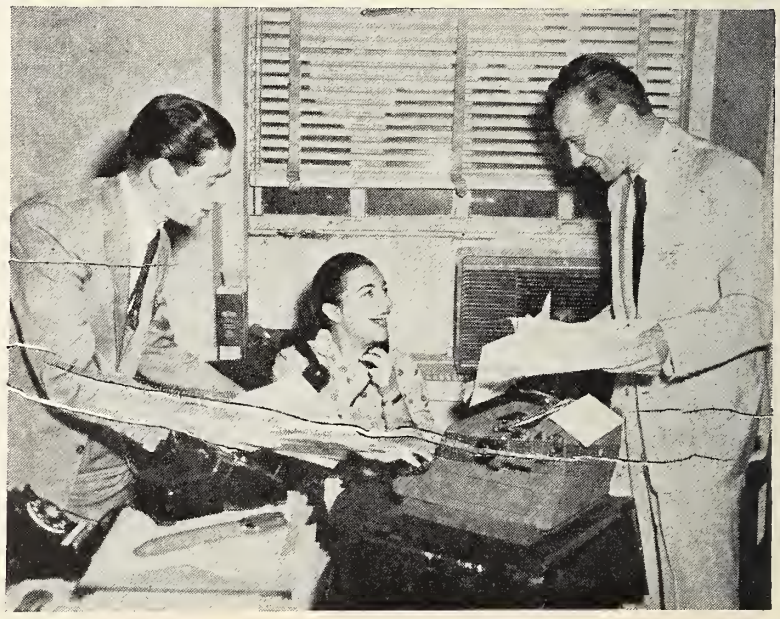
SPECIALTY CASE MFG.
1701 North 8th St.
Philadelphia, Pennsylvania

TELL FURNITURE
Guttenburg St.
Tell City, Indiana

UNIVERSAL WOODCRAFTERS
La Porte, Indiana

WALLACH
1532 Hillcrest Rd.
Cleveland, Ohio

10th Year In Music Business



NEW YORK—Gal Friday, Cathy Favaro, takes a breather from her office chores to receive congratulatory words from her bosses, Mercury's A&R recording team, Luigi Creators (left) and Hugo Peretti (right) as she celebrates her 10th year in the music business.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

A Big

THANKS

from the

PLATTERS

to the

NATION'S DISK JOCKEYS, FOR THE AWARDS...

from Annual Cash Box—DJ Poll



No. 1 MOST PROMISING UP AND COMING VOCAL GROUP (Pop)



No. 1 MOST PROGRAMMED RECORD "The Great Pretender" on Mercury (R&B)



No. 1 MOST PROGRAMMED VOCAL GROUP (R&B)

Current HIT
"MY PRAYER"
and
"HEAVEN ON EARTH"

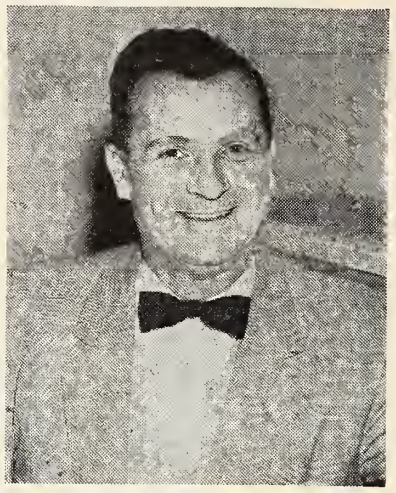
Mercury RECORDS 70893

. . . and THANKS from more Personality Winners
DOLLY COOPER — SHIRLEY GUNTER — THE
PENGUINS — THE FLAIRS — THE COLTS

PERSONALITY PRODUCTIONS INC.
1608 North Argyle Ave. Hollywood, Calif.
(National Promotion) JEAN BENNETT — MAL BRAVEMAN
(Production Songs and Material) BUCK RAM
(Fieldmen) EARLE WARREN, TED NICHOLS

Thanks Fellas!
Will Remember Always
"GRADUATION DAY"
... And Your Help In Making It Possible —
The Rover Boys
P.S. watch for our new one...
"YOUNG LOVE"
on ABC-Paramount
Management:
Jerry Levy Fred Amsel
directional
ENTERPRISES
200 West 57th Street New York 19, N. Y.
Circle 6-8431

Upswing In Package Goods Brings New Thinking At A&R Level



by E. D. WELKER

One doesn't need to be a great diagnostician to figure out that the packaged goods branch of the phonograph record industry has made giant strides in the past several years. This is true of classical music, and it is even truer of popular and jazz music.

Ask your favorite disk jockey and he will gladly tell you that he is programming more selections from albums than ever before. Many times, I'm sure, he plays a full album side. A disk jockey does not indulge in this kind of whimsy for his own amusement, for he is generally a keen reflection of his own particular audience. If the disk jockey is programming widely from albums, then that obviously means his public is deeply interested in and consequently asking for this type of radio fare. On still another side of the fence, newspapers the country over are devoting more and more critical space to album reviews. Obviously, then, albums are newsworthy, most especially in light of the ever higher cost of newsprint and the zealousness with which most city editors guard their space commitments. Even more specifically we, just as well as other record companies, can view the advance of albums from the number of releases which we make monthly and the spiraling sales figures.

This tremendous upswing in packaged goods has brought with it some rather revolutionary new thinking at the Artist and Repertoire level. As little as five years ago, it was common practice to make up albums of assorted single records. This is being done less and less today, for it is too true in many, many instances that 12 grade A single records do not necessarily make a great album. This was brought home to me vividly not so long ago when one of our top artists remarked after listening to her new album: "Goodness, you really shouldn't go about this business of making an album in the same way that you do single records."

Which is so very right. On a single record, you have just three minutes, more or less, to make your point. So, as a rule, you sell with everything you've got. On an album, you're before your public at something like 18 minutes or more per side, and you have to entertain that whole time. So this means, for a popular singer especially, that he or she must do pretty much on records what he or she would do before an audience at a live performance—the entertainer must come on strong, get attention, warm up the audience, sell the production numbers, and go off to strong applause. Then, on the other side, he or she must come back and do it all over again. There must be pacing, feeling, an establishment of rapport between the entertainer and the listener, and all of it must be done so well that it can stand up under repeated playings. Much the same holds true for mood music, dance music, folk music, jazz, and what have you. The dance band should, really, perform for records just as it does when it is playing in the ballroom. Consider: no band leader in his right mind would play twelve big swing numbers in a row, all more or less at the same killing pace. The instrumentals would be intermingled with vocals; the up tempo numbers would be contrasted against ballads. So the same kind of programming should go into the making of an album, for the album serves the same purpose at home as does the band on the bandstand. Those who are playing it want to dance or listen or both, and they rightfully expect that the music will be served to them in a style just as good and just as diverse as the bandleader can make it. In mood music, something quite apart from the live peformance, the listener asks for familiar and/or splendid but unfamiliar selections at a tempo that is more or less constant and at a level that is not inclined to interfere with the conversation or the reverie.

All of these things and much more go into the making of albums today. As time goes by, it is safe to say that even more lavish and careful thought will go into the production of each work, for the public expects this kind of service and attention for its money, and it has every right to do just that.

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX
ALL FOR ONLY $15. PER YEAR
(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check ☐ Please Send Us A Bill ☐

FIRM NAME .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
Individual's Name .....

Thanks dj's & Ops For Your Continued Help
ON
"Grasshopper Jump"
Bobby Christian
FORMAL RECORDS
Chicago, Ill.

THE FLYING SAUCER
Landed On Page 61

CORAL RECORDS

Hits Are a Habit on CORAL RECORDS

"WEARY BLUES"
•
"IN THE ALPS"



McGuire Sisters &
Lawrence Welk

Coral 61670



"A SWEET OLD FASHIONED GIRL"
•
"DEAR JOHN"

Teresa Brewer

Coral 61636



"THE PROUD ONES"
•
"I ONLY KNOW I LOVE YOU"



Johnny Desmond

Coral 61663

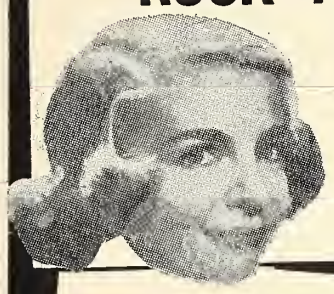
"GRAZIE"
•
"COULD YOU"

Don Cornell

Coral 61659



"NO ROCK AND ROLL TONIGHT"
•
"ROCK AND ROLL TRAIN"



Dorothy Collins

Coral 61669

"LOLA'S THEME"
•
"CONVERSATION"

Steve Allen

Coral 61681



"GOLDEN BATON"
•
"TE AMO"



Dick Jacobs

Coral 61653

"PROUD AND PROFANE"
•
"AWAY ALL BOATS"

George Cates

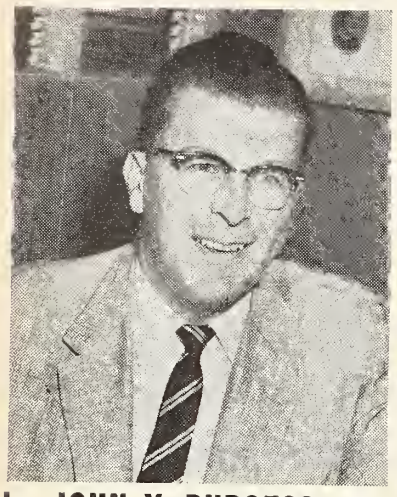
Coral 61655



Happy Anniversary to The Cash Box
Best Wishes to the NAMM'ers

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, Inc.)

Streamlined Field Force Gives RCA Victor Hope In Sales of Singles



by JOHN Y. BURGESS, JR.

The successful merchandising of single records does not follow any set pattern. If a formula did exist, its base would be founded on a fast moving, hard selling field force capable of making many firm contacts in the course of a day.

To provide RCA Victor's single records the speed and flexibility needed to keep pace with the accelerated activity of the industry, we divided our sales organization into two distinct units about ten months ago—one deals only with singles (Groove, RCA Victor and VIK), the other with RCA Victor albums.

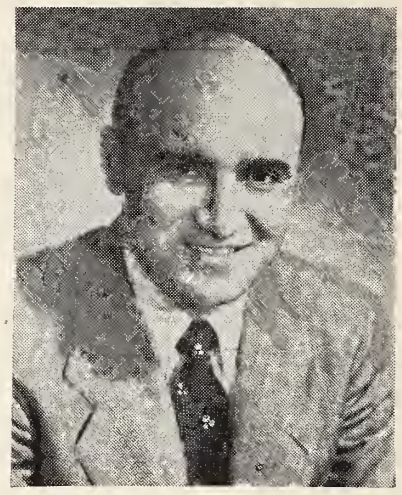
Everyone in our business knows that the sale of pop singles is highly dependent upon the proper launching of the record. The division of our sales staff has given our singles men the time and means to promote our product properly. Under the new setup, they can move fast, direct their distributor sales and promotional personnel more effectively and devote a major portion of their time where needed most—with disk jockeys, program directors and station librarians, the one-stops, coin operators and the pop record dealers.

Unsolicited comment from many in the industry has indicated that through the change in our operation they have become far closer to our product, promotions and objectives than at any time in our history. Another major indication that we are on the right track is the greatly renewed interest on the part of many dealers in the sales and profit potentials of singles. Many of these accounts just a few short months ago were completely happy with their "longhair" and package merchandise, forgetting completely the kid with the 89¢ in his pocket.

Another phase of our activity which has enjoyed noticeable gains is that of on-the-spot promotion of artists on tour and the launching of new talent. Anyone, artist, manufacturer or distributor, who overlooks the importance of local exploitation, is not keeping pace with the trend of the times nor the opportunity to influence consumer buying habits.

During the first six months of the year, we have made noticeable gains. By the time 1957 arrives, I'm confident we will be in an even more solid position, the greatest contributing factor to our much improved sales record being our streamlined sales force.

The Riddle Of Jazz



by GEORGE AVAKIAN

The most extraordinary development in the packaged records business today is the flood of interest in recorded jazz, "traditional" as well as "modern". If one may judge by the spirited sale of jazz albums (and the number of successful nightclubs operating with a jazz policy), the state of jazz in America was never so healthy. Indeed, when reports from abroad of jazz fervor are added, the picture is astonishingly and pleasingly convincing to this old-time record collector.

Jazz — about which so many controversies have raged — is an accepted American phenomenon.

But it strikes me that there remains a good deal about jazz that is mystifying, even to its oldest votaries, some of whom — like myself — are at a loss to find pat explanations for all the facts. For example, Dave Brubeck's recordings have set sales marks beyond the wildest aspirations of his nearest jazz contempories. Equally unquestionable is the fact that Louis Armstrong's personal appearance marks are far beyond Brubeck's, or any other jazz artist's, reach. Or consider, the occasional jazz musician of undoubted brillance and imagination who fails to win a following apart from the admiration of fellow musicians. These are not all "ahead of their time" nor can they be understood by evoking that much-worn explanation.

If these kinds of puzzlements arise in the mind of one rather more exclusively devoted to this field, I wonder that the hapless dealer does so well to grasp the growth pattern of jazz and its outstanding personalities. Accordingly, it might be useful if I am able to set down here a few remarks apropos this changing jazz scene, as it appears to one attentive observer.

During the early war years, a new generation of jazzmen sprang up who rejected, flatly and completely, virtually all the elements of the jazz that had preceded them. Whistleable melody was taboo; in familiar compositions chords had to be twisted and augmented beyond recognition, and swing — best exemplified by the deceptive simplicity of Count Basie's matchless rhythm section — was old hat. Dizzy Gillespie emerged as the great publicist for the music, which came to be known as "bop," and Stan Kenton took over some of its elements to recast the image of big band jazz.

Finally, "cool jazz," which might be described as bop calmed down, brought the public back to the scene. Today, it is the foundation of "modern jazz".

Modern jazz includes many fine orthodox-modern groups which depend primarily on individual improvisational brillance (the current Miles Davis Quintet, Art Blakey's Jazz Messengers, and the Clifford Brown-Max Roach combo come most readily to mind), more and more small groups of unusual instrumentation and with strong reliance on arrangements are emerging. Among the best are the Jay and Kai Quintet, consisting of two of the best trombonists in modern jazz — J. J. Johnson and Kai Winding.

Against a large array of talent on the modern side, the traditionalists seem small in number, but they are stronger than ever, especially on records. Louis Armstrong, of course, bridges the gap into purely pop music, but on the strictly jazz kick there is the music of Eddie Condon, Turk Murphy, Count Basie, and a whole school of Basie graduates.

Benny Goodman, of course, has carved a special place for himself in jazz and in its recorded literature. His Carnegie Hall Jazz Concert album and the King of Swing album which followed it are nostalgia items which caught the fancy of his particular generation — people now between 35 and 45, who have the money to spend on albums that recall their rosily remembered youth in its most exciting musical terms.

Finally, it's worth noting that—as the sales figures reflect—the public has an appetite for many kinds of jazz. It is up to us, the dealers, operators, musicians, and recorders, to recognize that the public will educate us. The public, with a patience founded on their growing awareness of the volume of product available on records, will sift and pick and ponder. Then, just as it has in the past, the forms and figures capable of giving true pleasure will emerge clearer to our straining eyes. We should then know not only the names of the successors to Mulligan, Brubeck, Armstrong, Davis, etc., but have a sense of which record companies may be confidently relied upon to measure the dynamic jazz picture with the care and dedication jazz demands. Meanwhile, the "quick buck" items and the companies that succumb to their allure at the expense of a really sound catalog should not confound our appreciation of what we will be selling steadily twenty years hence . . . and why!

Here's the Album Dealers Have Been Looking For!!!

"DANCE LESSONS in CHA-CHA-CHA and MERENGUE"

Fiesta # FLP 1209

WITH

TONY & LUCILLE

(Top Latin Dance Instructors in New York City and Grossinger's Hotel, N. Y.)

Other Best Selling Fiesta 12" LP's

CHA CHA CHA—MAMBO—MERENGUE
Ramon Marquez & His Orch.
Featuring: Damiron & Chapuseaux
FLP 1201

CHA CHA CHA—MAMBO—MERENGUE
Monchito & His Mambo Royals
FLP 1202

MAMBO
Ramon Marquez—Damiron & Chapuseaux
Hnos. Castro Orch.—Orch. Tropical
FLP 1203

CHA CHA CHA IN BLUE
Jose Curbelo & His Quintet
FLP 1204

CHA CHA CHA—MAMBO—MERENGUE
Argueso & His Orch.—Damiron & Chapuseaux
Ramon Marquez & His Orchestra
FLP 1205

CALYPSO
As Played At Tower Isle, Jamaica, B.W.I.
The Tower Islanders
FLP 1206

CHA CHA CHA—MAMBO—MERENGUE
Jose Curbelo & His Orchestra
FLP 1207

"88" BELOW THE BORDER
Rene Touzet & The Cha Cha Rhythm Boys
FLP 1208

FIESTA RECORD CO., INC. 1619 BROADWAY NEW YORK, N. Y.

*Nick's Tricks

RECORD PROMOTION

227½ SOUTH GLENWOOD PLACE, BURBANK, CALIFORNIA

Victoria 9-5235 Hollywood 9-1471

*NICK THERRY

THE FASTEST BREAKING RECORD IN MUSIC BUSINESS HISTORY!



A NOTE TO OUR DISTRIBUTORS: Please bear with us. We are trying desperately to fill your orders . . . THANKS . . . Bill and Dick.

WEST COAST (MONARCH)

ALLIED MUSIC SALES
Los Angeles, Calif.
A-1 RECORD DIST.
Oklahoma City, Okla.
BIG STATE RECORD DISTRIBUTORS
Dallas, Tex.
HEILICHER BROTHERS
Minneapolis, Minn.
ERIC DIST. CO.
San Francisco, Calif.
M. B. KRUPP
El Paso, Tex.
UNITED RECORD DISTRIBUTORS
Houston, Tex.
NORTHWEST TEMPO
Seattle, Wash.
PAN AMERICAN DIST. CO.
Denver, Colo.
ZION DIST. CO.
Salt Lake City, Utah

ALLEN DIST CO.
Richmond, Va.
A-1 RECORD DIST.
New Orleans, La.
ARC DIST. CO.
Detroit, Mich.
BINKLEY DIST. CO.
Jacksonville, Fla.
BINKLEY DIST. CO.
Miami, Fla.
COMMERCIAL MUSIC
St. Louis, Mo.
BEN-ART DISTRIBUTING
Cleveland, Ohio
DIXIE DIST. CO.
Atlanta, Ga.

EAST COAST

ESSEX DIST. CO.
Newark, N. J.
F & F ENTERPRISES
Charlotte, N. C.
GENERAL DIST. CO.
Baltimore, Md.
INDIANA STATE RECORD DIST.
Indianapolis, Ind.
LESLIE DIST. CO.
New York, N. Y.
LESLIE DIST. CO.
Hartford, Conn.
RECORD DIST. CO.
Pittsburgh, Pa.
LYRIC DIST. CO.
Buffalo, N. Y.

M. & S. DISTRIBUTING CO.
Chicago, Ill.
MUSIC CITY RECORD DIST.
Nashville, Tenn.
MUSIC SALES
Memphis, Tenn.
RECORDS, INC.
Boston, Mass.
A & I RECORD DISTRIBUTORS
Cincinnati, Ohio
SEABOARD DIST., INC.
Albany, N. Y.
ALPHA DIST. CO.
New York, N. Y.
UNIVERSAL DIST. CO.
Philadelphia, Pa.

LUNIVERSE RECORD CORP. 1650 BROADWAY, N. Y. C., N. Y.

LPs Destined To Play Increasingly Large Role



by NESUHI ERTEGUN

Everyone, or almost everyone, who is active in the record business agrees that the 33⅓ Long Play record is destined to play an increasingly large role in the record business. The LP market is constantly expanding, and this expansion will of necessity bring about a tremendous amount of changes in the record industry.

New trends require new techniques. Perhaps the most important element that distinguishes LP's from single records is the fact that an LP should have a much longer life than the single hit. If package merchandise does not hold the interest of the listener for a much longer period than the current hit, it has failed, in my opinion, to fulfill its most important function.

The immense interest in High Fidelity sound reproduction is most certainly one of the main causes for the present popularity of LP's. However, we all know that the expression "High Fidelity" has been used very loosely, and that it has never been satisfactorily defined. If "High Fidelity" stands for full frequency reproduction of sound, as it should, then obviously a great amount of recordings bearing the "High Fidelity" tag should not be so designated. It won't take long for the discriminate record buyer to find out that he has been misled when he takes his LP home and finds that the sounds from his supposedly "High Fidelity" recording are actually either medium fidelity or low fidelity.

Pressure from consumers will gradually improve the quality of recordings, and I feel sure that the coming years will witness a steady rise in recording, pressing and packaging standards. These improvements will in turn raise the level of every form of recording on every speed. That is why it is important for all of us who are in the business of making package merchandise to insist on quality, and to take every precaution to insure a product that will stand the test of time.

In this anniversary issue, I want not only to offer *The Cash Box* my sincerest congratulations, but I also would like to present my appreciation to its editors for being so keenly aware of the importance of package merchandise since the inception of the magazine.

Machine Age Brings New Music Culture To Nation



by ALAN KAYES

"The first thing on arriving at a symphony concert," wrote Donald Ogden Stewart some thirty-three years ago, "is to express the wish that the orchestra will play Beethoven's Fifth. If your companion then says 'Fifth what?' you are safe for the rest of the evening."

I quote Mr. Stewart simply as an earpost of measurement in the progress we've made in this century not alone with Beethoven, but with good music generally. It was Mr. Harry Zelzer, the renowned Chicago concert manager, who gave good music the definition which promises to stick. "Good music," said Mr. Zelzer, "isn't nearly so bad as it sounds." Judging by the reception it is getting from the public these days Mr. Zelzer seems to have coined a phrase.

Now what this definition has to do with a brief essay for The Cash Box was pointed up recently by Jacques Barzun, a distinguished historian and man of letters, whose book, "Music in American Life," has been published as one of a series initiated and sponsored by the Committee on Musicology of the American Council of Learned Societies. Mr. Barzun has taken a close look at American musical activity and has come up with some very provocative observations all of which have been sub-titled "An ear witness account of our music-making from the juke-box to Tanglewood."

One of Mr. Barzun's conclusions is, in rough paraphrase, that a new musical culture exists in America largely because the atmosphere in which we live has been permeated in a new way with music: that new way being the music machines that have been evolved in the last half century. He points out that "one cannot drink a glass of beer without its dilution in Handel's Water Music, nor take a taxi without running the risk of Italian Opera." There was a time, he says, when dinner music used to interfere with conversation and digestion only in the more expensive restaurants. "Now one eats everwhere to Muzak, or else to an ordinary radio or juke-box."

Up to here I'm not entirely convinced that this situation is bad for the public, the music-makers, the broadcasting stations or the coin machine operators. But what really seems to unsettle Mr. Barzun is that the public's ears are constantly being battered by music. He sees us as a captive audience upon whom a new type of servitude has been inflicted, making one "regret the old punishment that went with the pillory, namely, loss of ears."

The fly in Mr. Barzun's ointment seems to be imbedded in his statement that machine music, like all mechanical inventions, extends and limits the power of individual choice in a manner which he, for brevity's sake, calls the juke-box principle. Thus, according to Mr. Barzun, if he steps into a bar or popular restaurant . . . "I can for a nickel hear a popular tune sung and played according to the highest standards of the genre." Is this bad? "The machine," he says, "is well-disposed toward democratic variety." But this too is bad, because this in turn exerts a tyranny. "The entire restaurant where I choose to eat has to bear the brunt of my passion for art."

Summing it up, Mr. Barzun charges that what the machine has done is "made music portable and cheap, improved technique and the judgment of it, spread the demand for the average product, and opened the way to the diffusion of every kind of product—average, lower than average, and higher than average."

I really can't quibble with anything that Mr. Barzun has said. I just don't believe he has completely made his point.

If the machine has created a new musical culture in America, I'm for it, because this so-called new culture can only be good for good music. Taste has a way of synthesizing in favor of good taste.

If the machine extends and at the same time limits the power of individual choice (juke-box principle) I'm still for it. Good music is bound to get a fair shake.

If the machine is well-disposed toward democratic variety who am I to fight the democratic process? Good music will get its share of attention.

And if the machine has made music portable and cheap, and opened the way to the diffusion of every kind of product, I'm still not mad. Good music, whether it be classical, popular, hot or cool, will still find its audience. Aand that, I submit, is good for good music, whatever we may choose to call it in the record business.

It's Really Got It!
By George...This Record's Got It!

"NO GOOD" . . . Avenue BBC80081 . . . 2:07

● A right good job by Ernie Woods with the Piccadilly Tommies, as they come thru with a smooth mellow easy going new release, with an ear pleasing sound. The lyric tells about a guy who realizes how no good he has become without his girl. Ernie and the group got together in England during the war days. By coincidence the name of each member of the combo is Tommy except Ernie who is doubtin' Thomas and that makes it unanimous.

"No Good" should get plenty spins on broadcasts and jukes. This record's got it . . . really got it.

DEALERS - OPERATORS - DISC JOCKEYS
For the distributor in your area contact Dept. A-2
AVENUE RECORDS
570 FIFTH AVE., NEW YORK 36, N. Y.
Dist'rs USA

AVENUE RECORDS

Our Sincerest, Most Wholehearted
Congratulations to The Cash Box
The World's Greatest Music Magazine

From the Entire Staff of

UNITED RECORD DISTRIBUTORS, INC.
2029 South Michigan Ave., Chicago 16, Illinois
(All Phones: CAlumet 5-6605)

Life Among The Cherry-Pickers



by BENNETT S. ROSNER

In many parts of the world, people pick cherries for a living during certain seasons. But in the record business, the cherry-picking season lasts all year long.

Cherry-picking in our industry is a practice wherein a distributor waits for a hit to happen before he takes Step One to promote or sell a record. Fortunately for us record manufacturers, cherry-picking — which is a crippling disease for any record label —has only been adopted by a small group of short-sighted wholesalers.

How is this disease contracted? What are its symptoms? Why is it the most common killer of record sales managers and A & R men? You'll know the answer to these questions at once if you study the habits of a real live cherry-picker. When you first meet him, he's as normal and cooperative as any good record distributor. He thinks highly of your label, and he hopes you'll establish yourself with a big hit real soon. Quite a guy, you think . . . one who'll really promote your line. But why should he work on your record? He has at least a dozen other labels, or maybe seventy-five, and he's always been able to sit back until several hits have been dropped into his lap.

Ask him how he goes about contacting disk jockeys, and he'll tell you that the deejays contact him. Ask him how he likes your new release, and his reply will be: "Haven't had a chance to hear it yet." Question him on the trends in his market, and his answer will depend on the kind of material that has required the least amount of effort on his part.

There are two kinds of cherry-pickers in existence today: the frustrated A & R variety and the only-one-in-the-market type. The A & R variety listens to your sample and then decides whether it's commercial or not. He always gives you reasons why your record won't sell, even before he makes any attempt to sell it. The sound is too good for his market, or the sound isn't good enough. The artist never made it on that other label, or the artist is unknown. Sometimes, this pundit takes the big plunge when he personally likes a side. What has he got to lose? If he picks a sour cherry, it's usually returnable.

But the worst kind of cherry-picker is the only-one-in-a-market type, because the best place for cherry-picking is the territory with no competition. In most cases, this boy doesn't venture an opinion on any record released by any one of the multitude of labels he carries. Nor does he place an order until a side takes off somewhere else. He doesn't have to order, or merchandise or promote. He knows that when and if a demand is created in his market, he and only he can cash in.

Most companies make their share of good recordings nowadays. Many records could be big sellers and a lot more would become top hits if every distributor made a conscientious effort to expose all new releases to the record buying public. This done, record manufacturers could set out to build new trends instead of following one another's success patterns.

Our industry is a long-range, healthy business which gets bigger and bigger each year. Its steady growth is dependent on effective, progressive distribution. There just isn't any room for the short-range thinking distributor whose interest is a fast buck on a sure thing. This kind of operator must be shown that cherry-picking is for the birds.

The One-Stop Operator And The Question of Programming



by LOUIS BOORSTEIN

A "One-Stop" operation, to really give the juke box operator all the service he is entitled to, should pay special attention to the subject of programming. Since good programming can make the difference between profit and loss it can readily be seen how important this subject is.

Not too many years ago, the slow but sure educational process of "programming" was begun. It was quite surprising to find out how little the juke box operator knew about this all important subject. But as the operator has learned to understand the 50, 100, 200 selection machines. As he has learned the value of 45's against 78's, so he has learned the multitude of problems that are involved in proper programming.

The operator, in order to get the most out of each location, must actually take the time to learn the tastes of each location. Not only must he know what music will produce the greatest yield but he must learn which artists are the most accepted in any particular location. Since highly specialized records are also important, the operator must know whether the location requires special records — such as: Country and Western, Rhythm and Blues, Foreign Languages, Dance, etc.

So much for the juke box operator. But what about the one-stop operator? Since the one-stop operator's sole stock in trade is service, he must be prepared to help the juke box operator with his programming. An intimate knowledge of all catalogues is of utmost importance. One must remember that the one-stop operator has no "ax" to grind and sells all labels. In addition to knowing all the standards, the one-stop operator should be expert in the field of Rock and Roll, Country and Western, Rhythm and Blues, Dance Music, Latin Music, Foreign Language records, and all other specialties.

It is not enough for a one-stop operator to know all about these records, but he must go further. He must have adequate and highly diversified stocks in all the categories mentioned. He must also know where to secure information about any records that he may need.

Just one case as an example of what is meant by programming. How many operators have a "Happy Birthday" and a "Happy Anniversary" record on every machine. You would be surprised how few. Yet, every day of the year is somebody's birthday and somebody's anniversary. With the multiple selection machines affording a wide range for programming, this is one record that should be on every machine.

In conclusion, may we restate that programming is an important factor in the endeavor to operate at peak efficiency. May we also state that the one-stop operator, if he knows his business, will find that selling "programming" to the operators "is one of the basic reasons for the existence of the one-stop."

HAPPY BIRTHDAY
CASH BOX
THE
PIERRE ANDRE
SHOW
WGN • CHICAGO

LEADING "INDIE"
DISTRIBUTOR IN
HAWAII
MICROPHONE MUSIC CO.
222 N. Beretania St.
Honolulu, Hawaii

BETSY GAY
sings
"CONEY ISLAND"
b/w
"BIG BOY BLUE"
ON INTRO RECORD # 6092
INTRO RECORDS
5352 W. Pico Blvd., Los Angeles, Calif.

GREAT!
SOLID!
TERRIFIC!
say D. J.'s coast to coast
about IRENE CARROLL and
"I've Been Waiting Just For You"
(Jester #1003)
COMIN' UP—NEW NOVELTY
"CHIT CHIT RIT CHIT"
(Jester #2)
by PHIL LUPINO
JESTER RECORD CO. 117 W. 48th ST., N.Y.C.

WE'RE CELEBRATING TOO
CONGRATS FROM
EYDIE GORME
"MAMA TEACH ME TO DANCE"
ABC #9722
JOHN LESLIE
"I'LL BE LAUGHING TONIGHT"
ABC #9713
JACKIE & ROY
12" LP ABC # 120
JOSH WHITE
12" LP ABC # 124
GARMISA DISTRIBUTING CO., 2011 SO. MICHIGAN AVE., CHICAGO, ILL.
ALL PHONES—CAlumet 5-3355

Northwest's Largest
Record and Phonograph Distributors
HEILICHER BROS., INC.
119 NORTH 9th STREET
MINNEAPOLIS, MINNESOTA

BMI Check List OF New RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
CHOIR OF ANGELS (Porgie) ALAN MARTIN (ABC-Paramount)	75 (Good)	B (Very Good)	
CONSCIENCE I'M GUILTY (Central) HANK SNOW (Victor)	C&W Best Buy	C&W Bullseye	
EARTHBOUND (Robert Mellin) ROBERTO & HIS ORCH. (Coral)	Spotlight	Sleeper of the Week	
FAITH UNLOCKS THE DOOR (Duchess) ROBERTA SHERWOOD (Decca)	75 (Good)	B (Very Good)	Excellent
GRANADA (Peer) CATERINA VALENTE (Decca)	Spotlight	Best Bet	
HEART HIDEAWAY (George George) CATHY CARR (Fraternity)	Spotlight	Disk of the Week	Best Bet
HIP, HIP, HURRAH POLKA (Dana) GENE WISNIEWSKI ORCH. (Dana)	83 (Excellent)	B (Very Good)	
LITTLE DOG (Republic) JOHN LAURENZ (Coral)	75 (Good)	B (Very Good)	Good
MARIMBA CHARLESTON (Beechwood) MARIMBA CHIAPAS (Capitol)	Spotlight	C+ (Good)	
NO ROCK 'N ROLL TONIGHT (Harvard) DOROTHY COLLINS (Coral) BONNIE LOU (King)	Spotlight 74 (Good)	Sleeper of the Week Best Bet	
THE OLD PHILOSOPHER (Merrick) EDDIE LAWRENCE (Coral)	Spotlight	Best Bet	Excellent
READY TEDDY (Venice) LITTLE RICHARD (Specialty)	Best Buy	Sure Shot	
RIP IT UP (Venice) LITTLE RICHARD (Specialty)	Best Buy	Sure Shot	
SIERRA MADRE (Melody Lane) PERCY FAITH ORCH. (Columbia)	79 (Good)	Best Bet	
SOFT SUMMER BREEZE (Regent) EDDIE HEYWOOD (Mercury)	Best Buy	Sure Shot	
THE THIEF (Meridian) FRANKIE LAINE (Columbia)	79 (Good)	Disk of the Week	
VOICES (Porgie) THE FONTANE SISTERS (Dot)	Spotlight	Sleeper of the Week	
YOU DON'T OWE ME A THING (Acuff-Rose) MARTY ROBBINS (Columbia)	C&W Best Buy	C&W Bullseye	
YOUNG MAN (Goday) BETTY WELLS (ABC-Paramount)	77 (Good)	B (Very Good)	

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Round The Wax Circle

NEW YORK:

A Flying Saucer descended upon New York this week and has sent the teenagers running—to their record shops, that is. Of course it's not a real flying saucer, but a recording titled "Flying Saucer" on a new label known as Luniverse. The disk is a hilarious novelty made up of segments from the original recordings of many of this year's rock 'n roll hits joined together by a newscaster's commentary. Luniverse is owned by **Bill Buchanan** and **Dick Goodman**, the two fellows who published, wrote and are the featured artists on the two-sided recording. Alpha, Luniverse distributor in New York, says the reaction to the record is absolutely unbelievable. . . . **Jack Mills** of Mills Music leaves this week on his annual trip to Europe. While there, he will visit with all of his European firms and with **Fred Jackson**, gen. mgr. of Mills Music in England. . . . **Gussy Myers**, office manager of Myers Music, is in the Nazareth Hospital in Philly, for minor surgery. . . . **Norman Rosemont**, public relations representative, has signed composer-lyricist **Tony Velona** to a personal management contract. Velona had a big hit last year in "Domani", and a **Nat "King" Cole** waxing of his tune "Make Me" is scheduled for release in the Fall. Rosemont plans to pitch the composer for Broadway, television and motion pictures. . . . The **Hilltoppers** are reported doing a bang-up job in England where they are covering the Empire Theatre chain in a series of personal appearances that will take them to London, Birmingham, Newcastle, Liverpool, Leeds, Manchester, Edinburgh and Glasgow, the last two in Scotland. . . . **Teresa Brewer's** new flapper outfit designed for her new act which made its debut at the Sahara in Las Vegas, last week, cost well over 5 G's. It's made entirely of ostrich feathers. . . . G.A.C. signed **Eddie Grady** and his crew, formerly known as the Commanders. A string of one-niters in the East is now being set to be followed by a tour of the midwest.



TERESA BREWER

CHICAGO:

Here we are, another year older, and want to take this opportunity to say "thanks" for a year full of swell people. Thanks for the help and the good wishes of people like **Jim Lounsbury, Marty Faye, Saxie Dowell, Ethel Davis, Ernie Simon, Sig Sakowicz, Dick (Two-Ton) Baker, Barney Fields, Jack Karey, Bob Anderson, Pat McAffrie, Rudy Oriseck, Jim Mills, Howard Dorsey, Pierre Andre, John McCormick, Spider Webb, Reed Farrell, David LeWinter, Cliff Mercer, Mal Bellaires, Len Dresslar** and many, many more of our friends. . . . **Hal Tunis** starts new musical show over Channel 9, debuting 8/4. . . . **Micki Marlowe** guested on "In Town Tonight" 'tother p.m. Micki's next stop is Miami. . . . **Len Dresslar's** a busy boy. In addition to his many shows, Len has organized a self-governing teenage council. . . . **Mal Bellaires** gives out the news that his "Lucky Ladies" show has been renewed for 52 weeks. Mal's happy to report that this is the third straight year. . . . Local gal song writer, **Janet Blacker**, makes good. Jan has first recorded tune with **Priscilla Wright's** disking of "Baby, Why Don't You Call Me" on Unique. . . . **Audrey Morris**, now recording for Bethlehem, deserted the midwest area for engagement in Las Vegas. . . **Don Elliott** and the group bowed at the Preview Lounge 7/25. . . . **Mitch "The Bearded One" Miller** subbing for **Howard "The Sea-Going" Miller**. Mitch does the ayem show from New York and flies into Chi for the Friday night show. . . . **Johnny Pate** reorganized the trio after the departure of pianist, **Ronnell Bright**. The boys still spending Monday and Tuesday nites at the London House. . . . **Barney Fields** excited over the fact that Robbins Music Ltd. has secured the European rights to "Grasshopper Jump". Barney takes off for New York with **Bobby Christian**, whose Formal record of the tune is getting mucho play. . . . Once again, to all who have called us, written, visited and helped us, "Thanks people, for being real great."



MITCH MILLER

HOLLYWOOD:

Peter Potter celebrated his twenty-fifth anniversary in show business at a testimonial dinner given in his honor at the California Racquet Club next Monday night. . . . **Irv Gwirtz** has signed **Rush Adams** to a Diamond Records contract. . . . **Jack Costanzo** held over at the Seville, and busy recording his first album for the new Zephyr label. . . . **Lord Buckley** out on the Hip label with his own unique version of Lincoln's Gettysburg address. . . . **Russell Arms** in town to visit local deejays with his first Era recording of "Is There A Heaven". . . . **Matt Dennis** broadcasting Saturday nights from the Saddle and Sirloin over Monitor, and signed with RCA Victor for a third year. . . . The **Mary Kaye Trio** in town from Las Vegas for a Decca recording session. . . . **Patti Casey** signed by the Milt Deutsch agency after she was seen on the **Gene Norman** TV show singing her first Vita record of "Rock Doc". . . . A contingent of Dot Records executives arrived in Hollywood this week to open their new headquarters at Sunset and Vine. . . . **Al Sherman** has appointed **Bob Bacon** to handle promotion for his Record Sales Co. . . . Capitol's 14th birthday was celebrated with a telecast from the Capitol Tower on KTTV's "Success Story". Featured prominently on the program was President **Glenn Wallichs**, with **Stan Freberg** and **Joe "Fingers" Carr** in a typical recording session. . . . **Marv Holtzman** of Epic Records in town for West Coast recording sessions. . . **Steve Allen** thanked **Bill Daniels** of KFWB for starting **Archie Bleyer's** "Rockin' Ghost" on his Tonight Show. Steve wrote the tune and Daniels gave the record a send-off in the L. A. market. . . . Capitol's **Vic Rowland** is the proud father of a baby boy born June 30. . . . **Jack Millman** is featured on a new jazz LP on the Era label. . . . Songwriter **Ben Oakland** happy over the reception given "Cool Tango" on both the David Rose and Red Nichols versions.



PATTI CASEY

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

5 hot records that are going places

packed with sales!

CYRIL STAPELTON
and his orchestra

THE ITALIAN THEME



B/W **TIGER TANGO** #1672

the fabulous
WINIFRED ATWELL
and her OTHER piano

LEFT BANK



B/W **RAMPART STREET ROCK**
(South Rampart Street Parade)
#1680

the summer's best band disk!

TED HEATH

THE FAITHFUL HUSSAR

B/W

HAVE YOU MET MISS JONES



#1675

traveling fast!

FRANK CHACKSFIELD

DONKEY CART



B/W **THE BANKS OF THE SEINE**
#1671

a really different vocal sound!

JIMMY YOUNG

RICH MAN POOR MAN

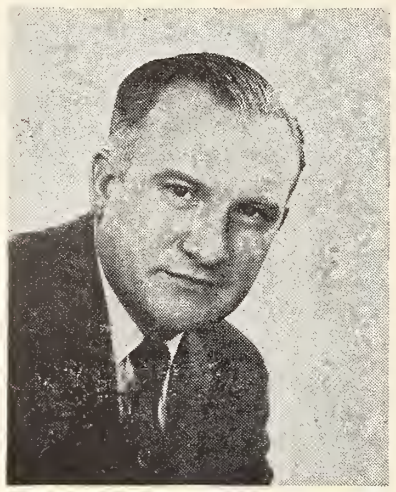


B/W **LONELY NIGHTINGALE**
#1676

TRUE HIGH ffrr FIDELITY

LONDON RECORDS

Prospects Bright For Rest Of '56 And Years To Come



by HOWARD L. LETTS

More recorded music was sold in the first half of 1956 than during any previous six months period in history. We at RCA Victor have every reason to believe that this trend will continue at an accelerated pace, not only for the balance of the year, but for years to come.

There are many reasons for this upswing. Here, I believe, are some of the most important:

1. The public is getting more for its money. Records being produced by virtually the entire industry are of the highest quality but priced within the limits of the most modest budget. These factors have created an intense new interest in album merchandise which is being made available in constantly increasing variety and infinitely more attractive packaging.

2. Dealers have become alert to the upsurge in the public's demand for more and better music. As a result, they have invested substantially in store modernization which has attracted additional new customers. They also are training their personnel more efficiently in the highly skilled art of record salesmanship.

3. The growing enthusiasm for hi-fidelity has brought thousands of new persons into the circle of regular record buyers. The superb quality of New Orthophonic Hi-Fidelity record players introduced by RCA Victor, I think, has been a prime factor in helping to build this enthusiasm.

4. The almost universal acceptance of 45 rpm records as the standard for the finest quality has pushed sales in this field. The conversion of coin machines to the 45 rpm system also has been a tremendous influence on the increase in single sales. The continuing increase in the availability of improved 45 rpm playing equipment will provide an additional stimulus.

5. The addition of new retail record outlets has attracted many new customers who later become steady patrons of normal record stores.

6. Radio stations have devoted more time to disk jockey programming than ever before. The increasing exposure of both talent and tunes on television also has pushed sales.

7. The entire record industry not only has continued to build established talent but has concentrated on the development of new talent, a role in which RCA Victor has been exceptionally active during the past six months.

Looking beyond 1956, there is one of the most optimistic barometers the record industry could hope for. A recent report by the Bureau of Census said that in the next 20 years our population in the age group under 25 will increase by 41 million. Here is virtually a guaranteed market for everyone in the record business.

THE FLYING SAUCER
Landed
On
Page
61

Paris . . . . Perfume . . . . Pajamas

by ART SCHWARTZ

No, it's not a wild night out, but rather a glimpse of the "new look" in phonograph record promotion! In industries such as foodstuffs, soaps, automobiles, appliances, etc., millions of dollars are spent for institutional purposes. Build up the company name repetitively, . . . emphasize the product name and consumers will come streaming into the stores begging to buy.

The record industry offers a different problem entirely. Many dollars are spent building up the name of the company, but most of this job actually becomes a byproduct developing out of unique exploitation methods. No matter how many times we say Columbia, Victor, Capitol, etc., the consumer still visits his retailer asking for a specific song performed by a specific artist. Only when this immediate consumer demand has been satisfied does the supplementary job of company recognition become important. Many record companies today are engaged in institutional campaigns such as the Columbia "Sound of Genius" program, but even in those, upon close scrutiny, a merchandising approach can be detected.

It has, therefore, become the job of the advertising and promotion departments of record companies to really put on their *think* caps in coming up with new approaches to get that product before Mr. Consumer. The tremendous amount of material released daily, the amazing difference in each item, multiplied by a highy competitive situation, has sent many an ad manager on the well known road to a bland diet. Of course, let us not forget the inherent desire of every exploitation dept. . . . to broaden the base of the market and get as much product exposure as possible in as many different ways as is feasible.

It is with this thought in mind that many recent Columbia promotions have been formulated.

Let us take a release of perhaps 8 new albums all having a European flavor. Here is merchandise with a somewhat limited appeal, yet product with great potential. Let's get with an airline whose routes cover all of Europe—Scandinavian Airlines System . . . Let's contact a fine European parfumer — Lanvin . . . Let's get with a government tourist service — The French Government Tourist Office. Let's all sit down and work out a promotion assuring publicity for all, product sales for all, and above all, a well rounded plan to utilize each other's facilities to get to as many people as possible. Result, Columbia's current "Paris In The Spring" promotion, which has found its way into record store windows, travel agents' windows, cosmetic and drug store windows, and has benefited all concerned with that most vital factor — Product Exposure.

A hit Broadway show such as "Pajama Game" lent itself beautifully to tying-in with a pajama manufacturer. Or how about the fabulous "Jazz — Red, Hot and Cool" campaign which found Columbia and Helena Rubinstein getting together to label a lipstick and record album with the same name . . . two products which until then were about as close as Republican and Democrat. Album covers, ads, window displays all bore the same identifying theme and, needless to say, both manufacturers reached markets that had never before been available to them.

The future looks very bright indeed, for, added to the normal institutional methods regularly employed and the straight merchandising approach used with specific product, this new avenue of exploitation has been opened wide for exploration. Who knows what tomorrow will bring . . . strawberry yogurt anyone?

Congratulations Cash Box
On Your 14th Anniversary
from
The West's Most Diversified Distributors
DIAMOND RECORD DISTRIBUTING CO.
2990 W. Pico Blvd. Los Angeles 6, Calif.
Phone: REpublic 1-6311

"GLENDORA"
"TEEN AGE GOODNIGHT"
"JIM BORAH"
4 WINNERS
"DID YOU STOP TO PRAY THIS MORNING"
* THANKS TO THE D.J.s OF AMERICA FOR VOTING "SIXTEEN TONS"
THE MOST PLAYED RECORD OF THE YEAR
AMERICAN MUSIC, INC.
9109 Sunset Blvd., Hollywood
1576 Broadway, N. Y. C.



GOGI GRANT

Thanks disk jockeys for voting me the "Most Promising Female Vocalist of 1956" and for making "The Wayward Wind" The Number 1 Song In The Country



Breaking Big From Coast To Coast

"IS THERE A HEAVEN"

(a tender inspirational ballad)

b/w

"I SAW A STAR"

(a beautiful love song by your Hit Parader)

RUSSELL ARMS

Era Record # 1018



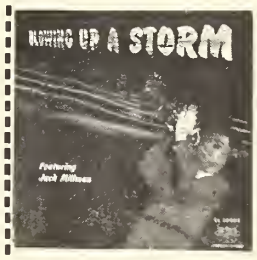
"Suddenly There's Gogi Grant"

"Wayward Wind" now included in Album.

EL 20001

Fabulous Gogi sings her heart out.

ATTENTION DEALERS: Ask Your Distributor About ERA'S Fall Merchandising Program



"Blowing Up A Storm"

Jack Millman and Trio

EL 20005

Progressive jazz featuring a great new trumpet star.



"Smoke Dreams"

The intimate voice of Ronnie Deauville.

EL 20002

Mood music vocally that you will long remember.



"Something Old, New, Borrowed, and Blue"

EL 20006

The Merry Macs

Great vocals in the inimitable style of The Merry Macs.



"Meet The Bob Florence Trio"

EL 20003

A great new trio playing instrumental variations.



"Doye"

Doye O'Dell and the Cass County Boys

EL 20004

Folk and Country music at its best.



"Page Cavanaugh Carries The Torch"

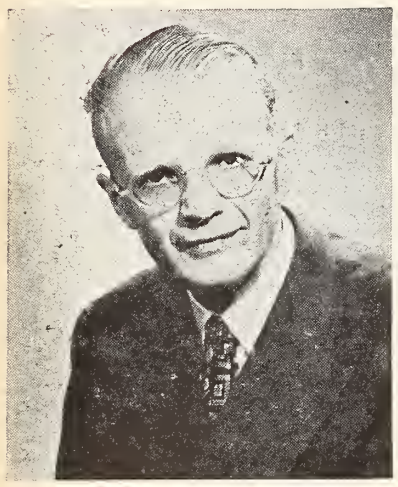
Page Cavanaugh

EL 20007

Torch songs highly stylized by Page and instrumental group.

ERA RECORDS 1418 No. Vine Street • Phone: HOllywood 2-6608 • Hollywood, California

Cheaper And Better Hi-Fi Phonographs Will Be Big Boost To Record Industry



by GEORGE R. MAREK

The growth of the record industry in the next few years must necessarily hinge to a great extent on the availability and quality of phonographs.

It is obvious that as more machines come on the market, the better these machines are, the less expensive these machines are, the more our record business will grow.

Much has been done. The wide and continually growing acceptance of the 45 rpm system has made music and record devotees of people who once regarded a score as only the result of an athletic contest.

But much more needs to be done. In the next five years we will see more lower-priced instruments being put on the market. Along with that, high fidelity Victrolas will become smaller and more compact. It is only a question of time before a good player will be installed in some corner of the dining room, the teen-age room, the master bedroom, the kitchen and possibly even the bathroom.

The development of instruments goes hand in hand with that little understood and mysterious vitamin which has been fed intravenously to the record business. That vitamin is called the HF vitamin—High Fidelity.

What is high fidelity? Let me strip it of all the engineers' verbiage and the gadgeteer's jargon. High fidelity is the attempt to translate as faithfully as possible the music as it occurs in the concert hall into music as it occurs in the living room. In other words, it is an attempt to go from the colorless black and white reproduction of music to full color.

Fantastic improvements have been made. But let me say at the same time that musical reproduction can and will still be improved. We are improving it. Every day we are learning something new. Recently we learned how to combine binaural recordings on two tapes into a monaural recording on one tape. That process gives an added, creamy quality to the music. It spreads the cream as is done in a bottle of homogenized milk.

We believe that the record business will double in five years and that no one can tell where it will be in ten years. The one thing that we are sure of is that music has proved to be fundamental entertainment. As soon as man has a roof over his head and bread on the table and shoes to wear he turns toward nourishment for his heart. He wishes to fill his empty leisure hours. Music is the wine which fills that empty bottle and which he eagerly drinks and with which he warms the secret places of his soul.

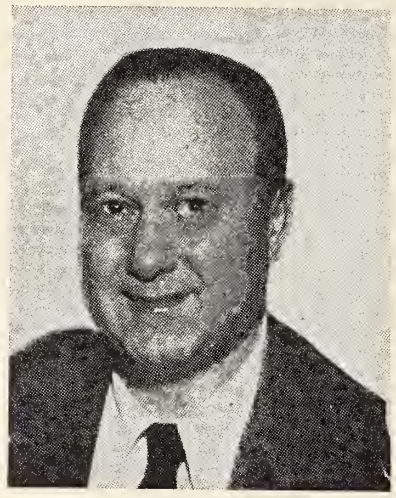
To be associated with a business which contributes to better living, to be part of a great campaign, to add to man's civilization is something all of us can be proud of.

DICK
HYMAN
says
THANKS
To The Nation's Disk Jockeys
for the award
No. 1 MOST PROMISING UP
and COMING INSTRUMENTAL GROUP
—Cash Box Annual DJ Poll

current MGM Hit
"ONE FINGER PIANO"
b/w
"THE BLUE WHISTLER"
MGM 12296

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

The Independent Distributor



by IRVING MARCUS

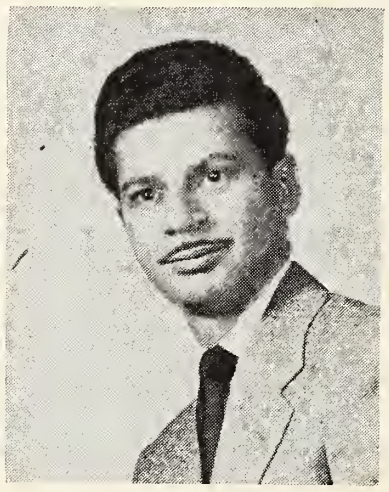
With the advent of a new era after World War II, there sprung up a number of independent record manufacturers, thus exploding the big myth that only a few big companies had the technical knowledge and know-how to make records. The music came from all sections of the country, the grass roots of the nation, and the public liked the new sound. It was fresh—and Tin Pan Alley began to lose its grip. The big problem facing these pioneers, however, was distribution.

It was only after a long period of trial and error and support from *The Cash Box* that there finally came into being the independent record distributor. The problems that confronted these independent distributors were many. There was no precedent to go by and the big major record companies, who distribute through their own controlled outlets, threw them every stumbling block in the book. To further aggravate the situation, there were among these pioneer manufacturers opportunists who only looked for a quick killing and so loaded the distributor to the breaking point. Fortunately the independent record distributor survived and today is the life blood of the industry. Without them approximately 100 key record companies and about 1500 other independent labels would, for all practical purposes, be lost.

There are today approximately 200 important independent record distributors. Each distributor averages around 25 lines. At the local level of his operation he is responsible not only for selling and merchandising records but he also handles local radio promotion and acts as a listening post for new talent and material.

I take my hat off to these aggressive pioneers and it confirms my confidence in their business acumen when I see that even the big major record companies are putting out subsidiary labels and are placing them with these independent distributors. They evidently learned the lesson, "If you can't beat 'em—Join 'em!" But remember independent record distributors—if you must have a major alliance—with its dictation—remain independent for as Napoleon once said, "Major alliances cause trouble!"

The Rise of The Cha Cha



by JERRY WINSTON

The startling popularity that American Cha Cha and Mambo music enjoy today is due basically to the fascinating flavor and zest of the Cuban rhythms. But the music has been sifted and rewoven into a new sound gaited for American dance. Beat has been emphasized, sound fashioned into melodic line pleasing to ears accustomed to hearing big bands. Those people who took to dancing Cha Cha and Mambo did so in order to share in the wonderful feeling which the dance affords. The dance itself is free, steps are held to a minimum of conformity, the participants are able to 'break' to their hearts' content. This could only be accomplished by slowing down the tempo and inserting a strong, steady beat outlining the four beat time.

The Trios and Quartets playing "typico" have bowed to ten and fifteen piece orchestras playing arranged scores, utilizing every type instrument. Yet, authentic music must always remain with us so that we will have basic sounds for adaptation and experimentation.

The last two years have seen many pop Cha Chas rise to first place on Hit Parade charts across our country. Deejays program Cha Cha as frequently as other music because it's considered pop sound. They claim they had never realized how much enthusiasm the dance generates amongst their listeners, and what a pleasant diversion this music tends to be in an otherwise all pop show.

Recent years have seen Latin music go international. France, Italy, England and Belgium have all succumbed to its infectious rhythms. Many Latin recording companies have leased their entire catalogue to European distributors, who have discovered a ready market for their product.

The dance studios are now using an innovation which has stimulated dance business, and serves as a medium for gathering together prospective students. This is known as the "Dance Party." The enthusiasts of Cha Cha-Mambo gather at the various dance studios certain nights of the week for lessons and a chance to become proficient dancers to the music that they enjoy. Thus, they are converting more and more people from onlookers to dancers to Cha Cha-Mambo record buyers, insuring a strong and healthy prospect for Latin music in the years ahead.

Open Letter from Bill Cook Personal Manager for Roy Hamilton...

Epic Records
799 7th Ave.
New York, N.Y.

Dear Disc Jockeys, Music Operators, Record Librarians, Distributors and Friends:

When a young country boy like Roy Hamilton climbs the show business ladder of success in so short a time, it's always news and often called luck. But Roy and I would rather call it not luck but friendship. While I'm sure that Roy's unique style, soulful voice and simple humility played a large part, I'm equally sure that but for the help of wonderful people like you his success would not have been possible.

By this time I'm sure you have read that Roy has bowed to both the doctors' and my wishes and has announced his retirement from active participation in show business.

It was a tough decision to have to make for his records will be our only way of saying hello now. Epic has informed me that they are releasing the record that Roy recorded just before entering the hospital. It's titled "I Took My Grief To Him". I hope you, through your plays and promotion, will help his many friends and fans keep him in their memories through his records.

Please accept our gratitude for all your efforts in Roy's behalf.

Gratefully yours,

Bill Cook

Bill Cook



EPIC RECORDS

Best Wishes
to
"Cash Box"

And its entire staff who are doing everything in their power, from year to year, to make the record industry bigger, greater and sounder.

TIFFANY RECORDING CO.
332 So. Michigan Avenue
Chicago, Ill.

OPERATORS
COMPLETE
ONE-STOP SERVICE
FOR
SPIRITUALS
BLUES
POPS
CLASSICAL
PHONE! WRITE! WIRE!
RUSH YOUR ORDER TODAY!
VIVIAN'S
RECORD SHOPS
1640 Broadway, Gary, Ind.
1373 E. 47th St., Chicago, Ill.
All Phones: LI 8-8998

★ ★
BEST WISHES
TO THE
CASH BOX
THE
HOWARD DORSEY
SHOW
WGN—CHICAGO
★ ★

$ MONEY MAKER $
STOP! LOOK! LISTEN!
"I'LL NEVER DO IT AGAIN"
Jay Jay No. 10
By America's Favorite Polka's Waltz Band
LIL WALLY
"WISH I WAS SINGLE AGAIN KID"
WRITE, WIRE OR PHONE NEAREST DISTRIB
JAY JAY RECORD CO.
2603 W. AUGUSTA BLVD.
CHICAGO 22, ILLINOIS
(Tel.: BRunswick 8-5560)

Records & Music In Europe Today



PAUL SIEGEL

NEW YORK—Paul Siegel, international representative for music publishers and record companies, recently returned from a 15,000 air-mile trip which carried him through ten European countries over a three month period. While touring Europe on business, he studied market changes and technical developments in the recording field in various countries. The following is Siegel's report on the European picture.

The German record buyer is one of the most modern in Europe. LP albums and 45 rpm disks account for the majority of the records sold to the public, a market which is steadily watching the 78 rpm record become extinct. All of Germany's radio broadcasts of popular music originate from tapes. Siegel attended a recording session by Werner Mueller and his orchestra to examine the techniques used that result in the familiar Werner Mueller high-fidelity sound. The three most important factors he says are the excellent Telefunken microphone equipment; the acoustics of the castle in which these sessions are held; and the special seating arrangement of the musicians which the Polydor label is said to keep secret.

The picture in the Russian Sector of Berlin is different. Although the stations are controlled by the Russians, German personnel does the work. More than 75% of the music heard from this sector is of the symphonic variety, all broadcast from tapes of prewar recordings. Most of the popular music is of the Porter, Gershwin, Kern type, and when East Zone musicians want new song material, they come into the American Zone to purchase their song sheets. Rock 'N Roll is non-existent on the air, but the swinging teenagers known as the Halb-Stark (Half Strong) flock to the dance halls where rock and roll is gaining momentum. Most of the dance-age youngsters, however, still enjoy the Glenn Miller type music most. The three top dance orks in Germany are Werner Mueller and Kurt Edelhagen for the pop material, and Helmut Zacharias for waltz material, which is extremely popular in Germany. In the Western Zone, juke boxes can be found in every tavern, but in the Eastern Zone they are non-existent. American music is the most programmed foreign music in Berlin today and one hears very little of French or Italian recordings.

In Austria, Radio Vienna programs mostly native music. American songs here, as in Germany, account for the remainder of what's heard on the air. However, all the music heard here is extremely dated. In Vienna, one can pick up music from Russian controlled Radio Prague in Czechoslovakia. This station programs a considerable number of American rock and roll records mixed with Russian Symphonic merchandise and Glenn Miller records. Vienna is definitely a symphonic city and LP recordings are constantly growing in popularity. 45's are practically unknown. The Austrian economy makes phono and record buying a luxury beyond the reach of the average person.

In Switzerland, American, German and Italian music competes for the record buyer's dollar. The Swiss economy allows for much record buying and most of the money spent is on LP's. Most music heard on the air here is of the classical variety and in the popular field, one hears lush instrumental music. TV is growing rapidly in Switzerland with 25% of the Swiss homes having sets. 45's are rapidly gaining and there is a noticeable decline in the quantity of 78's sold. The Swiss buyers favor hits from Germany and Italy, with Germany accounting for the major portion of disks sold.

In Italy, the American visitor is delighted to hear American hits sung with Italian lyrics. This, Italian tunes and Puccini operas account for much of what is heard on the Italian airlanes. French, German and Brazilian music is also popular here. But the Italian people are still more loyal to their own music than to music from foreign countries. And Italy produces considerably more songs for its people than do other foreign countries for the Italian buyer. Record fans here use only 78's since most phonograph owners do not have three-speed equipment. TV is more advanced in Italy than any other country on the main continent. Juke boxes are not as predominant as small orchestras are in cafes and restaurants. It seems the Italian prefers live music to record music. The publisher in Italy is the power of the music business since he financially provides for all recordings.

In Spain, only the rich can afford to buy records. And those who can, seem to enjoy native music more than any other. Flamenco and 19th Century Spanish folk music is about the most popular. Most of the records produced in Spain are for exportation. 45's are still an unfamiliar phenomenon and 78 is the only speed one sees.

Paris is a bedlam of tourists from all over the world. And the French singers are most popular with the natives as well as the tourists. American jazz is constanly growing in popularity. Italian music is heard occasionally and German music has a rough time in France since most of the radio stations ban German music. Nat "King" Cole is about the favorite of the American singers. Due to strict government clampdowns, nightlife on streets such as the Place Pigalle, is terribly limited. As a result of this, taverns near hotels have taken over a great deal of the trade. And a must for every tavern is a juke box, most of which are American. 45's are on the upgrade here and record shops in Paris do a bonanza business in LP's as well as singles.

In England, there is great interest in continental music. However, since music from the U.S. offers no language barrier, America accounts for the great majority of Britain's hits—even more so than Britain does. The 45, 33, 78 situation is about the same as it is in the states.

In Holland, the recording techniques are surprisingly up to date and are greatly influenced by German methods of recording. Although Holland does not produce as many original compositions as do other continental countries, their recording artists and orchestras are on a par with the finest in Europe.

Belgium is like a little America, recording wise, since American and English records are programmed on radio there more than in any other European country. And because of the powerful British transmitters, many English radio shows reach Belgium regularly. Here 78's are most popular but 45's are gaining fast. There is also a great deal of the French influence in this country since Belgium is considered part of the French music publishers' territory just as Canada is included in the American territorial rights to a song.

The little country of Luxembourg has a small record market but Radio Luxembourg programs a great deal of music.

Ireland is greatly influenced in its tastes for music by England due to the broadcast range of BBC. BBC is extremely clear in Ireland. Erin has a number of record shops and juke boxes and has a heavy trade in American records. The same situation applies to Scotland.

Europe, record wise, is expanding by leaps and bounds.

4 Hit's on RAMA GEE

The Pretenders

"I GOTTA HAVE YOU BABY"

•

"POSSESSIVE LOVE"

RAMA # 198

the Valentines

"I'LL NEVER LET YOU GO"

•

"TWENTY MINUTES"

RAMA # 201

the Teenagers

"I PROMISE TO REMEMBER"

•

"WHO CAN EXPLAIN"

GEE # 1018

the Cleftones

"CAN'T WE BE SWEETHEARTS"

•

"NEKI HOKEY"

GEE # 1016

Greetings from all of us to the nation's deejays, music merchants and music operators. Thanks for making this year such a spectacular one.

RAMA • GEE

220 W. 42nd ST., NEW YORK, N. Y. (WI 7-0652)

Are The Old Songs The Best?



by JOE CARLTON

An ever-increasing cry today is that songs aren't as they used to be, that the old songs are the best ones, etc. We've all heard this, and the irritation it causes is considerable, depending how deeply one is caught up in the controversy. However ridiculous it sounds, the proposition has a certain interest, and is worth taking apart to see what makes it grow.

Discounting sour grapes, there are many who derive pleasure, even profit, from R & R today who maintain that the songs of yesterday are better. Even when reminded that time hasn't given the new material a chance, they say it's self-evident: The invention, range and melody (not to mention what they say about the lyrics) of modern material is inwardly lacking.

While R & R is implied, the argument is by no means limited to it. A surprising number of critics have carried the battle to every kind of pop music. In no field, they say, does it compare with songs of the good old days.

Let's concede that Swing and the musicals of the 30's brought a new freedom to music. Not only the sentiment, but the very means—structure and orchestration—was novel and different in style. Because of this, the Golden Age is influential, but it has also been misinterpreted by critics of the business today.

Take instrumentals: how unfair to the great recordings of the 50's it is to insist that "big bands must return". This also holds for musicals: songs from "The King And I", "New Faces of 1956", etc. are every bit as brilliant as earlier ones. What happens is that the thrill of discovery, once experienced per the trend as a whole, is today confined to the productions themselves. Of course, this isn't the same feeling. But it's more honest, and it shouldn't lead to the disillusioned idea that today's ballads and novelties are inferior.

The change is one of **context**, not of quality, a term to remember especially in the case of R & R. Working around a solid core of rhythm and low overhead, R & R has spun its gradual way to the top over a period of decades. Unlike its contemporaries, the context has not undergone much change, which is the world's best reason for not attempting to compare R & R with other pops.

Let's be optimistic. We are still riding the Golden Trend of the 30's, but economy and the sobering fact of World War Two have altered the pace. Jumping contexts and comparing falsely (either in time or type) will not help to restore it. Let's convert the public by telling them what great musical tunes these are—which most assuredly is the case.

The International Picture Grows Stronger

by DAVE DEXTER, JR.



Shown seeing Capitol's Dave Dexter off at the Buenos Aires airport a few weeks ago during Dexter's extended tour of South America and confabs with EMI record companies—with which Capitol now is affiliated—are Rene Maget, director of Musicales Odeon Argentina (left) and George Alexander, A. & R. chief. Dexter obtained music not only from Argentina but also Chile, Brazil, Venezuela and Peru on his trek via Pan American World Airways.

The increasingly important and lucrative North American market for foreign-made records is a comparatively recent development that is radically changing the popular music tastes of millions.

Capitol's entry into the international picture in March of 1956 came about as the result of the company's sudden affiliation with EMI disk companies throughout the world a few months previously. The first presentation of unusual and intriguing LP and EP packages included music from Egypt, the Belgian Congo, Argentina, Holland and Chile along with more conventional albums recorded in England, Ireland, France, Spain, Italy, Germany and Mexico.

The Dutch album, "Afternoon in Amsterdam," offered the fascinating sounds of a mammoth barrel organ that was actually recorded in the busy Kalverstraat of the Dutch city. Was there a market for such odd and obscure music? Americans and Canadians were quick to respond. Within four weeks North American hi-fi addicts were buying "Afternoon in Amsterdam" in immense quantities. The unusual had scored big.

The field is endless—and an exciting challenge to any A. & R. man entrusted with the job. Will the native music of the New Zealand Maoris sell profitably here? Gypsy flamenco records made in Spain's sunny Andalusia? And how about Giuseppe Scarola, the guitar-strumming Italian baritone, who works as a crewman on the boat for tourists plodding between Naples and Capri every day? We of Capitol intend to find out.

Our program is not confined to albums. Regularly, on a weekly basis, Capitol is releasing the most talented, the most popular artists from other lands, artists who are the Nat Coles and Les Baxters of their own countries. Renato Carosone's recent "Infatuation" single was a big winner even though Carosone's vocal was in Neapolitan dialect. The Franck Pourcel orchestra of Paris and Vlady's superb strings in Buenos Aires are obviously as listenable—and commercial—as are the Baxter, Riddle, Cates and Faith ensembles in the U.S.A. and Canada. A year from now—perhaps sooner—Pourcel and Vlady are sure to be in **The Cash Box** pop charts with their fresh, attention-getting arrangements of pop tunes.

British performers have an even better chance of making it solidly here. There are no language differences, and the astoundingly high recordings standards of EMI Studios are world-renowned. Norrie Paramor, Ray Martin, Barbara Lyon, Eve Boswell, Ron Goodwin, Sidney Torch, Johnny Dankworth, Philip Green, The Ben Banjo Band, Jimmy Shand—these are a few of the English artists destined to become successful on records in North America.

The world is shrinking, The Air Age is fusing together the cultures of dozens of nations throughout the globe. International travel, television, motion pictures and records are bringing the peoples of many nations closer together. More and more American songs are becoming popular in Paris, Cologne, Buenos Aires and Stockholm. And every year finds more "Poor People of Parises" on the North American Hit Parades.

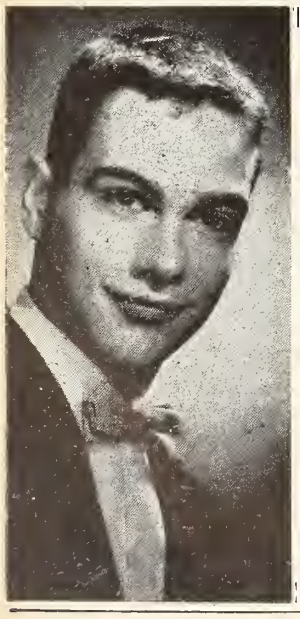
It is a development certain to accelerate enormously in the months and years ahead.

EAST COAST DISTRIBUTORS

"Jazz Record Distributors"

633 LIBERTY AVE. — ATlantic 1-6344 — PITTSBURGH 22, PA.

L. P.'s NICK LOMAKIN E. P.'s



DEAN CAL CAGNO

"WORLD'S YOUNGEST DISC JOCKEY"

At 15, Produces, Writes, Directs & Stars on

"DEAN'S TEEN TIME"

Second year on WGBB, Freeport, L. I.
Guested on Monitor, NBC-TV, WOR-TV & WPIX.

For information

JOE CAL CAGNO

BOX 96 ROCKVILLE CENTRE, N. Y.

ROckville Centre 6-2566

Congratulations to

THE CASH BOX

on your 14th Anniversary

Lee Palmer

California Mercury Record Distributors, Inc.

2958 W. PICO BLVD. LOS ANGELES, CALIFORNIA

1226 FOLSOM STREET SAN FRANCISCO, CALIFORNIA

London Lowdown

Lionel Hampton and his Orchestra starting a concert tour of these Isles in the Fall. The Musicians' Union has OK'd Hampton, providing the A. F. M. approves an exchange for the Vic **Lewis** Band. **Harold Davison,** who will be presenting the concert, tells your scribe they are likely to start on September 30th. Another veteran jazz man coming over for a concert tour of Britain will be **Sidney Bechet.**

Winifred Atwell who had a smash hit with her waxing of "The Poor People Of Paris" looks like she'll be following it up with another French ditty by the same writer. It's called 'Left Bank'. Judging from initial orders, it won't be long before Winnie's record hits the Best Selling Charts.

That loony record titled "I'm Walking Backwards For Christmas" is still zooming to the top, and is now in the No. 4 spot of the Best Sellers.

Gene Vincent, a newcomer on this side of the Atlantic, may have a winner here with his Capitol record "Be-Bop-A-Lula".

Ted Heath, due back from his Italian holiday will be pleasantly surprised by the success of his "Faithful Hussar".

The Hilltoppers who opened at The Finsbury Park Theatre this week, most certainly appealed to the younger generation, who are becoming Rock and Roll conscious.

Congratulations to **Stan Freburg** on his hilarious take off on **Lonnie Donegan** and **Elvis Presley.**

This Week's Best Selling Pop Singles
(Courtesy "New Musical Express")

1) "I'll Be Home"—
Pat Boone (London)
2) "All-Star Hit Parade"—
Winifred Atwell, Dickie Valentine (Eng. Decca)
David Whitfield, Dave King, Joan Regan, Lita Roza
3) "Heartbreak Hotel"—
Elvis Presley (HMV)
4) "I'm Walking Backwards For Christmas/Bluebottle Blues"—
The Goons (Eng. Decca)
5) "Why Do Fools Fall In Love"—
Teen Agers (Columbia)
6) "Hot Diggity"—
Perry Como (HMV)
7) "Lost John"—
Lonnie Donegan (Pye-Nixa)
7) "Experiments With Mice"—
Johnny Dankworth Orchestra (Parlophone)
9) "Wayward Wind"—
Gogi Grant (London)
10) "My September Love"
David Whitfield (Eng. Decca)
11) "Wayward Wind"—
Tex Ritter (Capitol)
12) "Who Are We?"—
Ronnie Hilton (HMV)
13) "No Other Love"—
Ronnie Hilton (HMV)
14) "A Tear Fell"—
Teresa Brewer (Vogue/Coral)
15) "Songs For Swingin' Lovers" (LP) Frank Sinatra (Capitol)
16) "Too Young To Go Steady"—
Nat 'King' Cole (Capitol)
17) "Moonglow And Theme From 'Picnic'"—
Morris Stoloff (Brunswick)
18) "Blue Suede Shoes"—
Elvis Presley (HMV)
19) "Sweet Old-Fashioned Girl"—
Teresa Brewer (Vogue/Coral)
20) "Bad Penny Blues"—
Humphrey Lyttelton Band. (Parlophone)

LP—The Magic Word

by JERRY BLAINE

In evaluating the changes in the distribution picture during the past year, it became more and more evident that package goods are taking over the play and sales that once belonged exclusively to single records.

Mr. and Mrs. Record Buyer have been quick to latch on to the advantages of Long Play and Extended Play records.

In the first place, Hi-Fi is now a household word and the buyer knows the difference in quality between vinyl and shellac. He also appreciates the fact that the manufacturer is trying to put out the best package possible as regards content, art work, liner, etc. The economic factor is also a prime consideration wherein the buyer is getting so much more for every record dollar he spends.

The disk joekeys, too, have been of tremendous help in giving the LP and EP the exposure that otherwise could never be obtained. In turn, the DJ's and librarians are being given a tremendous assist in that there is a wealth of new programming material available for the stations. There is no question in my mind that the manufacturer whose catalog is predominantly package goods, is the manufacturer in the strongest position.

While on the subject of exposure, let us consider single record promotion for a moment. This, for a long time in the industry, has been a large bone of contention. For the most part, distributors and manufacturers alike, have adopted the attitude "Let George Do It." Since "George" is usually busy doing something else, many a potential hit record goes down the drain because everybody "goofed"! It is my thinking that the manufacturer should be the first one to exert every effort to get his product off the ground. After all, it is his baby. The wide-awake distributor will follow through and carry the ball once he sees that a record has a definite sales potential. If he smells a dollar in a disk, he usually goes all-out with his one-stops, operators and dealers. And, speaking of sales, the distributor will do a much better job so long as he is not burdened with unsalable records. In these times there isn't too much guesswork necessary with a record. It either has it or it hasn't. When it has it . . . go with it! If not . . . forget it! It would also help manufacturers and distributors alike if the distributor did his buying subject to demand.

It is sheer insanity to hang yourself with inventory and then kill the manufacturer when you try to get out from under with returns. If the distributor orders on a sensible level, it would be feasible to return unsalable goods within sixty days. The manufacturer could not get hurt because returned numbers would not have been ordered in quantity in the first place.

Cosnat Distributing Corp. is going into its eleventh year. We have seen one tiny location in New York City grow into large offices in five major markets. We take great pride in being the country's largest independent distributor. Where we go from here, time alone will tell. The record business has been good to us. We're in it and with it all the way.

JUST RELEASED
A New Hit on ESQUIRE
"BABY, BABY, BABY"
by
THE SONNY ABBOTT TRIO
ESQUIRE # 1130
Order from Nearest Dist. or
ESQUIRE RECORDS
a division of
ESQUIRE ENTERTAINMENT ENTERPRISES
100 W. 42 St., N. Y.

Jazz, In Patterns Or Patternless, Still Should Entertain



by FRED REYNOLDS

It is silly to claim that jazz falls in a pattern. It is even more ridiculous to predict that the jazz of the future will fit any one pattern or will follow a single trend. It simply isn't so. I do feel, however, that the future for jazz is wonderful indeed and that it will grow steadily stronger and ever more popular.

A classical pianist named Friedrich Gulda has now helped bridge the gap, playing a marvelous brand of inspired jazz, knocking over many barriers which had heretofore been largely impenetrable. His improvisations and creations, as recorded by RCA Victor, may well bring into the jazz fold a whole new following—those classical lovers who have always looked down their collective noses at the American foundling.

But to get back to this pattern business—in the beginning, of course, there was only New Orleans jazz, but even that branched into several directions before it had gone very far. And then it spread its wings, and inspired such closely allied styles as Chicago Jazz, Kansas City Jazz, and New York Jazz. These in turn led to other inventions as time passed, so that we suddenly found ourselves in the bop era once the war was over, and this type of music soon gave way to something a great deal more permanent and certainly richer in every musical and aural way—modern jazz. But for those who claim that this is the "modern" era, that the future of jazz belongs strictly to the modernist, one has only to look at the sales of such albums as the Dixieland and dance band efforts of Bob Scobey's Frisco Jazz band or the "Coast Concert" of Bobby Hackett's Jazz band.

Come to think of it—there is a pattern to jazz, as it is simply going bigger in every direction. Surely one of the nicest things about this growth is that the various cults who claim that one "type" of jazz is much superior to the other are growing smaller and smaller and have less and less importance. The musicians who excel in making a particular style of jazz, while they may not be exactly aces at doing something in another style, have no inclination whatsoever to put down another musician just because he may be an expert at Dixieland or modern. There seems to be a growing rapport among all jazz musicians and among most of the people who listen to it, and nothing better could happen.

We did, unforunately, go through one small era when certain jazzmen thought it terribly right to sneer at anyone who wasn't hip to what they were doing, who played strictly for their own amusement and their own suffering, and who didn't give a hoot about the public. They forgot all about the fact that jazz—or good jazz anyhow—has always been entertainment, and that those who have come to the pinnacle of jazz have been fully aware of the customers who pay good money to hear the music that they are making. They entertained. And not only have they entertained when they were playing in person, but they also entertain when they are making records. Their records, when you get them home, are such that you want to hear them again and again. Sometimes I get a bit annoyed with these people who always have something to prove; if they'd just prove that they knew how to play well and let it go at that, then things would come off a lot better.

Congratulations to The Cash Box
★
UNIVERSAL RECORDING
CORPORATION
NOW LOCATED AT OUR NEW STUDIOS
46 EAST WALTON ST., CHICAGO 11, ILLINOIS
(All Phones: MIchigan 2-6465)

R&B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD



"THE GREAT PRETENDER"
★
PLATTERS
★
MERCURY
★
PANTHER MUSIC

MOST PROGRAMMED MALE VOCALIST



FATS DOMINO
★
IMPERIAL

MOST PROGRAMMED FEMALE VOCALIST



RUTH BROWN
★
ATLANTIC

MOST PROGRAMMED VOCAL GROUP



PLATTERS
★
MERCURY

MOST PROGRAMMED ORCHESTRA



COUNT BASIE
★
CLEF

SMALL INSTRUMENTAL GROUP



ERNIE FREEMAN
★
IMPERIAL

UP & COMING MALE VOCALIST



LITTLE WILLIE JOHN
★
KING

(TIE)

LITTLE RICHARD
★
SPECIALTY



UP & COMING FEMALE VOCALIST



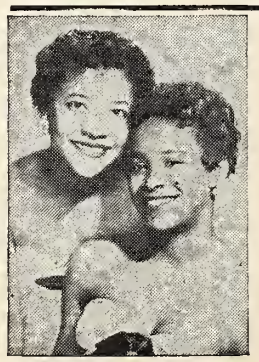
ANN COLE
★
BATON

UP & COMING MALE GROUP



TEEN AGERS
★
GEE

UP & COMING FEMALE GROUP



TEEN QUEENS
★
RPM

Rhythm And Blues Spreads It's Wings



by RAY CLARK

One of the most important developments in the field of Rhythm and Blues is the way that country blues has gone to the big city. This type of music which originated in the South, currently has gone cosmopolitan in a big way. Whereas once you always could count on a steady amount of sales in the rural areas, now there is an added quantity of substantial profit in the metropolitan districts too. This does not mean that country blues has gone sophisticated but it does mean that it is finding a wider market and a more generally distributed one.

The acceptance of this type of material outside of the South was illustrated with the recent release of our Fabulous Five Thousand Series. Featuring many of the most venerable names in the R and B field such as Arthur Crudup, Lonnie Johnson, Big Maceo, Dr. Clayton and Lil Green, this series of re-issues of the early forties all-time best-sellers originally enjoyed a substantial acceptance in the southern countryside. Currently, however, these records are as much in demand in many big cities as they are down south. One reason for this is the fact that so many purchasers of this type of records have migrated to the metropolitan areas. Then, too, there is an increasing acceptance of Rhythm and Blues—closely allied as it is to the Rock-and-Roll trend—among all teenagers.

One of the first artists to break across this barrier was Piano Red who, from his very first hit, "Red's Boogie" and "Rockin' with Red," found a wide market both in his own native Georgia and also in more metropolitan centers. From his earliest beginnings of "mixed" acceptance, Piano Red now has expanded to the extent where he is a popular favorite at fraternity dances at all types of southern colleges and universities, and his recordings are found in all locations.

The further development of the Rhythm and Blues category is illustrated in the fact that a singer such as Elvis Presley turns to the country market for some of his material which then gains acceptance in the pop field. His "My Baby Left Me," for example, originally was recorded by the R and B favorite Arthur Crudup, but its sales were limited primarily to the southern regional districts.

One of the most interesting and important changes in the distributing structure of Rhythm and Blues lies in the sudden emergence, during the past few years, of the independent distributor. Once there were only two or three major labels handling Rhythm and Blues. Now there are independent distributors in all sections who account for a major portion of the total revenue derived from Rhythm and Blues. This has been a vastly beneficial development because these distributors are specialists in their line, they devote their entire time to it and they have developed many progressive means of selling and promoting their product.

The tremendous expansion of the disk jockey and coin machine outlets —with their corresponding exposure of Rhythm and Blues artists—and their records to a wider area than ever before, also has been an important influence. This expansion has made itself particularly felt in the areas such as Chicago, Detroit, and the West Coast where the migration from the south has been most apparent.

The continued growth of Rhythm and Blues primarily has meant three things:

(1.) Tremendous opportuniities for a great deal more talent than ever before has been able to find a showcase; (2.) A much wider market. For example, a top Rhythm and Blues hit once sold only in a few markets. Now it can swing all across the country; (3.) Wider recognition and awareness of the important and meaningful contribution that Rhythm and Blues has made to American folklore and music.

It is because of these three developments that Rhythm and Blues has become the important and exciting facet of the record business that it is today.

Greetings Distribs, Music Merchants and Deejays!

Breaking Big—The New

Solitaires'

"ANGEL SANG"

b/w

"YOU'VE SINNED"

1026

Moving Very Big

Billy Bland

"CHICKEN HOP"

1022

Sonny Terry & Brownie McGhee

"CLIMBING ON TOP OF THE HILL"

1023

Old Town Records

701 - 7th Ave. (CO 5-8810) N. Y.

SEE YOU ON THE FLOOR AT THE CONVENTION!

SAVOY, the hottest selling, biggest line of R & B, Jazz, and Pop Hits will be represented at the convention by prexy Herman Lubinsky and Fred Mendelsohn. Meet us, hear plans for another profitable year of more hits, more new stars, more quality at profit-making prices!



NOW A POP HIT!
OVER 300,000 SOLD!

Operators who've ordered are racking up plenty of plays on Pop boxes!

BIG MAYBELLE • "CANDY"

SAVOY 1195 "THAT'S A PRETTY GOOD LOVE"



GETTING BIGGER DAILY

LITTLE ESTHER

"TAIN'T WHATCHA SAY"

b/w

SAVOY 1193 "YOU CAN BET YOUR LIFE"



NAPPY BROWN
"Love Baby"
"Am I"
Savoy 1196



JIMMY SCOTT
"If You Only Knew"
"Guilty"
Savoy 1199



ANNIE LAURIE
"Rockin' and Rollin'
"You Promised Love"
Savoy 1197



WILBERT HARRISON
"Confessin' My Dreams"
"The Way I Feel"
Savoy 1198



THE DAVIS SISTERS
"Lord, Don't Leave Me"
"Plant My Feet"
Savoy 4073



THE WARD SINGERS
"Anywhere in Glory"
"Hold Back the Tears"
Savoy 4071

SAVOY RECORD COMPANY

Send stamped envelope for our FREE LP and EP catalogue. Check our lists for your best sellers of all time!

58 MARKET ST., NEWARK, N. J.

R & B Ramblings

NEW YORK:

This Fourteenth Annual Year Book, which has become the historical and statistical guide of the record business, will be the year that the future generations will refer to as "the year of rock and roll". As we refer back to the years of Dixieland, the years of swing, the bop years, so will 1956 be referred to as the focal year of the rock and roll era. This is the year that the r & b artist, and the country artist with what has become known as rock-a-billy music, moved out from the status of launching platform from which a pop star could cover and ascend the charts with a national pop hit, and took the play away from the pop artist. He, the original r and b or rock-a-billy, now introduced the "hit" and took it all the way up the pop charts himself. He, the r and b artist or the rock-a-billy, now became the "hot" property and the darlings of the record buyers. The buying of records according to the color of the artist was shattered beyond recognition as **Fats Domino, Little Richard, Clyde McPhatter** and many others crossed the line. And on the other hand **Elvis Presley, Carl Perkins, Gene Vincent, Bill Haley** all sell well in the r & b markets. 1956 is an important year in the history of music, but more than that music has made it an important year in social history of the country and provided the United States of America with one of its strongest weapons in its fight against communism. . . . **The Platters**, who won three "firsts" in **The Cash Box** Disk Jockey Poll, "Most Programmed Vocal Group" in the R & B classification; "Up and Coming Vocal Group" in the pop classification; and "The Most Programmed Record" with their Mercury disk "The Great Pretender", have been booked solidly and lucratively for the remainder of the year reveals manager **Buck Ram.** Currently starring at Atlantic City's Steel Pier through July 29, the Platters have been signed for the **Ed Sullivan** Show on August 12. Preceding the Sullivan shot, they will be at the Howard Theatre in Washington, D. C. for one week beginning August 3, and will do a two week engagement at the Chicago Theatre beginning August 17. On August 31 they will begin a one week appearance at the Michigan State Fair and then a week at the Coliseum in New York City beginning September 10, when they will be among the starring acts skedded to perform at the "Diamond Jubilee of the Record Industry" exposition. Buck Ram will score, produce, and direct a special program to be performed at the "Jubilee" pageant, which will trace the history of jazz from its earliest days to the present. . . . **Don Robey**, Peacock and Duke prexy, will be at the NAMM convention in New York with an armful of new releases about which he is excited. Robey will release two Ace records at the convention. The last Duke recording by the late **Johnny Ace**, "Still Love You So" and "Don't Know"—and the first record by newcomer **Buddy Ace**. Buddy's release is "Back Home" and "What Can I Do?". Robey will also introduce **Tommy Mosley's** "Love Me ('Til The End of Time)" and "Concerto To The Blues." Tommy is a six consecutive time winner of the Horace Heidt Show; **Gatemouth Brown's** newest on Peacock, "Ain't That Dandy" and "September Song" and **Big Walter's** "Hello, Maria" and "Pack Fair and Square". Big Walter did very well with his previous release a short time back, "Shirley Jean". . . . All of a sudden things look very good for **Al Silver** at Herald Records. His "In The Still of The Night" by the **Five Satins** is breaking out in new territories all the time, the latest territory being the coast. In addition, the reaction to his new lp release, "Music From The Hall of Springs", has been sensational and Cosnat has ordered large quantities for their five branches. Silver is also very high on his new 9 year old rock and roll singer, **Little Butchie Saunders**, who is handled by **Ted Lewis'** shadow, **Elroy Peace**. The kid is so sensational he may be included in the **Bill Haley** package. . . . Mercury has released two spiritual offerings that they are very keen about. In fact one of them, **Sister Rosetta Tharpe's** "When The Saints Go Marching In" has gotten an exciting pop reaction. The other half of the spiritual team, **Marie Knight**, has a strong two-sider, "Stand By Me" and "Blessed Be The Name of The Lord". Mercury has also issued a new **Buddy Johnson** that looks strong. "You Got It Made" and "Bring It Home To Me", and a new **Sil Austin**, "Wait Baby Wait". Mercury has announced the pacting of **Gilberto** and his Musicubana Orchestra and **Hector Rivera** and his Orchestra. Lps are being readied for release soon. Gilberto's will be called "Hi Fi Cha Cha Cha" and Rivera's "For Dancers Only Cha Cha Cha". . . . **Clee Everette** (WLNA-Peekskill, N. Y.) advises the station has received petitions bearing several hundred names demanding more airtime for rock and roll music. Clee wishes those r & b diskeries who haven't as yet put him on their lists would do so. . . . We learn that **Toni Bruce, Alan Freed's** daughter, has formed a new record company, Tetra Records, and has already released her first record, "Angel Face", by **The Neons.** Also just released is "Go Cat Go" by rock-a-billy **Bill Flagg.** . . . **Whitie English**, Englewood, is part of the New Jersey committee set up to aid the **Arnett Cobb** benefit show slated for Carnegie Hall on September 25. . . . **Hoppy Adams**—WANN-Annapolis, Md. is heard daily on his Dr. Blues, Sweet and Swing Show, and Savoy Swingtime. He is with WANN for more than three years and has built quite a following with the teenagers. . . . Craziest novelty to hit the trade for who knows how long is the current New York sensation, "Flying Saucer" by **Buchanan** and **Goodman** on Luniverse. The response, after only a couple of airplays, was meteoric. The lads have formed their own label, Luniverse, and it looks like a jackpot for them. They are the writers, the performers, the publishing company and the manufacturers. The trade is talking about nothing else. **Johnny Halonka**, Alpha Records, New York, and **Joe Cohen**, Essex Records, Newark, who handle the disk locally, tells us that not only has the disk turned their respective places into areas of hectic confusion, but it has also upped the sale of all the records that have been cut into "Flying Saucer". "Earth Angel", which was practically dormant of recent months, has again been revived through the exposure given it on "Flying Saucer". . . . J & S Records has released "Disk Jockey's Kick Off" by **The Shytone Five.** This is an instrumental backed by "My Shoulder To Cry On". The latter is vocaled by **Manda Hopper.** The **Zell Sanders** label has also signed **Freddie Scott** and his first release is due out any day. It will be "Turn The Lamp Down Low" and "Running Home To You". . . . **Syd Nathan** reports the newest **Bill Doggett**, "Honky Tonk", has gone literally crazy. The initial pressing of 20,000 was sold before they could turn around and the King family feels this is headed for the strata in sales. . . . **Ray Clark** reports Groove has released **Roy "Mr. Guitar" Gaines** in his second for the diskery. It is "Worried 'Bout You Baby" and "All My Life". Groove has also issued **Clayton Love** doing "Bye Bye Baby" and "Mary Lou", and **Johnny Hodges** and his talented sax etching "Passion Flower" and "Thing's Ain't What They Used To Be". The Johnny Hodges release is the latest in Groove's Five Thousand series. Clark tells us **Varetta Dillard's** "Got You On My Mind" is really taking off and could be the "big" one for the thrush. Philadelphia, New York and Buffalo have come in in a big way for the tune. . . . Atlantic Records has released a quartet of "hit" potential, and based on "the record" it is certain that there will be two or more hits in the package. **Joe Turner** gives his magic touch to "Lipstick, Powder and Paint" and "Rock A While"; **Ruth Brown** sings as only she can on "Mom Oh Mom" and "I Want To Be Loved"; **The Drifters** look for another biggie with "I Gotta Get Myself A Woman" and "Soldier of Fortune"; and **The Cardinals** round out the package with "I Won't Make You Cry Anymore" and "The End of The Story".



BILL DOGGETT



ALAN FREED



DON ROBEY



HOPPY ADAMS

CHICAGO:

Looks like we've run out of tape on another year. While the head man threads the Ampax and gives us a new master number, let's replay the last take and see what has happened. . . . **Len** and **Phil Chess** have built an empire on top selling war including names like **Dale Hawkins, Chuck Berry, Bobby Charles, The Moonglows, Lowell Fulson** and **Bo Diddley.** Chess-Checker swung way high on the charts with **Lowell Fulson's** "Tollin' Bells", "A Kiss From Your Lips" by **The Flamingos** and "Roll Over Beethoven" by **Chuck Berry.** . . . Talent is all around us and "The Great" **Montague** will vouch for that. He found **The Magnificents** at a school show and believed they were potential recording stars. Vee-Jay has proven Monty's beliefs by the hit record "Up On The Mountain" which has climbed to 13th place nationally. The youth and talent of the whole Vee-Jay roster promises much in the coming year. The signing of **The Orioles** with **Sonny Til**, the expected LP release of **Sarah McLawler** and **Richard Otto**, all these are a promise of bigger things. "We're trying to give the public good rhythm and blues," is the way **Abner, Viv Carter** and **Jimmy Bracken** sum it up. . . . **George** and **Ernie Leaner** turned Epic into a major play getter this past year. Sun Records gave United Distribs a big one from **Carl Perkins** with "Blue Suede Shoes" and then made it two with "Boppin' The Blues". Jazz package sales were at an all time high for George and Ernie. . . . **Bill Putnam** of Universal claims that while pop recording time has remained constant and about the same as past years, R & B sessions have doubled in '56. . . . All-State had a big year with hit contributions from **The Teen Agers** with "Why Do Fools Fall In Love", **Fats Domino's** "I'm In Love Again" and "Treasure Of Love" by **Clyde McPhatter. Mike Oury** found Milwaukee growing in importance and now feels this a major hit making area.



LOWELL FULSON

LOS ANGELES:

Dootone artist, **Dexter Gordon** opens at the Blue Room in Balboa this week for an extended engagement. . . . Specialty's **Little Richard** currently breaking all records on his tour of the South and the East. . . . **Big Jay McNeely** due in town for a series of one-nighters throughout the Southland. . . . Jockeys are turning "A Casual Look" over and giving a big play to "Teen Age Promise" on the other side, making a two-sided hit for Flip Records. . . . Imperial has a real sleeper in "McDonald's Daughter", which could turn into a smash hit for the label. . . . **The Platters, Shirley Gunter, The Six Teens, The Turks,** and **Joe Huston** were all featured on the big rock and roll show held by **Al Jarvis** at The L. A. County Fair Grounds in Pomona. . . . **Jim Ameche** picked two records of the week, when he was unable to decide between **Fats Domino's** "When My Dreamboat Comes Home" and "Brazil" by **The Coasters.** . . . **Pete Marshal**, Melba Records artist in town and guesting on the **Zeke Manners** TV show. . . . **Oscar McLollie** guesting on the **Johnny Otis** show to sing his new Wing recording of "God's Green Earth". . . . **Julie Losch** tells us that Phil Kahl has some big ones riding in the Rhythm and Blues field, with **Dakota Staton's** "My Friend" on Capitol and **The Teenagers'** two-sided hit of "I Promise To Remember" and "Who Can Explain". . . . **Frank Gallo** has high hopes for **Julie Stevens'** new release of "Blue Mood" on Dig Records. . . . The duo of **Marvin and Johnny** has broken up and Marvin will now record for Modern Records under the name of **Long Tall Marvin.** . . . **Dolly Cooper** appearing in clubs locally is now recording on the Cash label.



SHIRLEY GUNTER

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

the BIG Label



RUTH BROWN



THE DRIFTERS



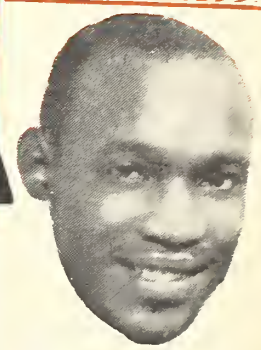
JOE TURNER



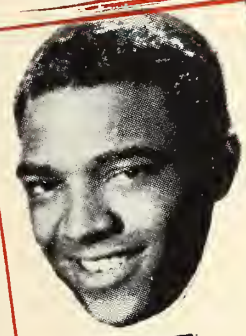
IVORY JOE HUNTER

BEST WISHES NAMM

ATLANTIC



CHUCK WILLIS



CLYDE McPHATTER



RAY CHARLES



THE CARDINALS



LA VERN BAKER

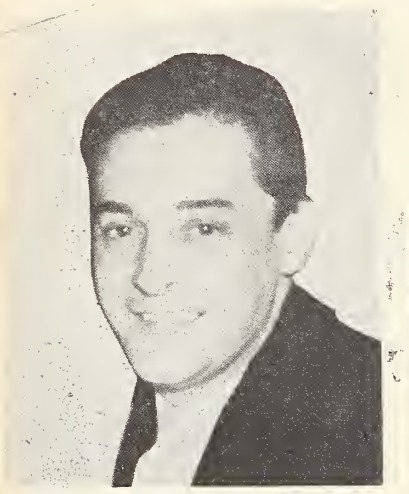


THE CLOVERS

...with the BIG Artists!

ATLANTIC RECORDING CORP.
157 WEST 57th St. NEW YORK 19, N. Y.

Rock N' Roll—Seen In Prospective



by HERB ABRAMSON

No future history concerned with the life and times of the 20th Century can leave out Rock N' Roll. It's that important. Seen in perspective, the 20's was the age of the Flapper and the Charleston, the later 30's and early 40's was the era of Swing, and the 50's will be long remembered as the decade when Rhythm N' Blues, the popular music of the American Negro, caught on like a prairie fire over the entire nation.

Under a new name, Rock 'N' Roll, it became the dominant element of its time in American popular music and exerted permanent influence on all American music of the future.

What has this music got that gets 'em? Most important, it is the best dance music there is. Dancers deserted the big bands when they lost the beat, striving for complexity in one direction or in trying for commercial slickness and refinement in the other. Like the jazz and blues from which it is derived, good Rock 'N' Roll is always fresh in improvisation and always swinging with a beat. The second characteristic that made R & R catch on was its direct emotional sincerity. The lyrics of every tune may not literally be sincere, but the feeling behind them, and with which they are projected, is genuine emotion. The difference between a real rock 'n' roller like, say, Little Richard and his not too successful imitators is just this ablity to convey feeling and emotion.

A glance at the best selling record charts in the R & R category shows that the independent manufacturers consistently carry off 90% of the hit laurels in this field. There's justice in this because the 'Indies' were responsible for the whole trend happening in the first place.

From the start of the American record business circa 1890 until 1930, when records declined in popularity, through the combined efforts of radio and the depression, independent record manufacturers enjoyed just a tiny fraction of total sales volume of the industry.

Record sales declined steadily from the early 30's, even the major labels totalling insignificant figures. While Victor held on, hoping for a brighter future, Columbia virtually went out of business for a few years. Independent Decca came on the scene and by a low-price mass-distribution policy, coupled with lack of competition, in a few years managed to garnish a major share of the small market. By and large, records were practically obsolete, almost in a class with pianorolls as an interesting but not very popular form of entertainment. Many was the music store that scrapped its entire accumulation of record stock to make room for faster moving, more profitable, lines.

In the middle 30's, while the record industry was at an all time low, the seeds that were to grow into the great jazz revival, known as the Age of Swing, began to germinate. Critics like France's Hugues Panassie and Charles Delauney, America's Wilder Hobson and Charles Edward Smith, England's Leonard Feather, led the way to recognition of American Jazz as an important contribution to world culture. The new breed of hobbyists called jazz record collectors began to pore through the stagnant record stocks of stores all over the country, looking for and buying up the rare original issues of obscure jazz recording artists. When the store stocks had been gone through too many times, there still remained the second hand stores and Salvation Army piles to ransack. Many were even so tenacious that they went knocking on doors from house to house buying up old records. This very small but very record-hungry group of collectors couldn't get enough copies of the treasured original jazz performances by hunting for them. It was to satisfy this tiny but very voracious market that the first of the new independent record manufacturers began operations.

Such labels as The United Hot Clubs of America and The Hot Record Society in 1937 started to press reissues of rare jazz records and later such labels as Commodore and Blue Note recorded their own jazz sessions. These labels were all initially very small operations selling only one or two thousand of an issue solely to jazz collectors. They soon were in for a surprise, however. Certain jazz instrumentals and especially blues vocals began to sell in the Negro market. A disk like Keynote's "Salty Papa Blues," which started out to be an 'all star' jazz date featuring Dinah Washington, or Commodore's "Begin The Beguine" by Eddie Heywood began to be ordered in hit-like quantities by stores and juke box operators catering to the Negro market. The new independents looked around and found that here was a profitable yet neglected field to exploit.

Meanwhile with the start of World War II, record materials got scarce but the demand for music 'When You Want It' got bigger and bigger. The majors allocated their limited materials to the classical and pop market, almost completely neglecting Jazz, Hillbilly, Juke Box and Negro markets as well as most other minority group folk-music records. With the scent of a dollar to be made leading them on, the next few years saw everybody trying to 'get into the act'. Independents blossomed out by the hundreds, each trying to find its little niche by satisfying some particular demand in the record field. Polka, Party, Children's, Rhumba and other specialists started operations. It seemed at one point that the only shortage was in finding new, different, names for the new labels. Throughout, one of the steadiest and most lucrative fields continued to be the jazz and blues field.

With the initiative and fresh ideas brought into the industry by the young independent manufacturers, the Rhythm and Blues field became greater than ever before. Spearheaded by such labels as Savoy, National, Aladdin, Specialty and Exclusive, who discovered and advertised such potent artists as Charles Brown, Wynonie Harris, Billy Eckstine, Roy Milton and many others, standards of recorded performances and tunes kept getting better and better.

As the market grew, abetted by later entries such as Modern, Atlantic, Aristocrat (later Chess) and Specialty and the increased air time and juke box play brought about by the ever increasing popular acceptance of these Rhythm and Blues records, it was just a question of time until the music caught on with young people everywhere, regardless of race, color or creed. When they heard it, and found how well they could dance to it, they liked it, and held on to it. Even though "Rhythm and Blues" is "Pop" today the independents, who started it all, are going to maintain and continue to develop this now substantial chunk of the record market.

Jockeys...Distributors...The Trade...IT'S HERE!

THE 1st RECORD ON...

THE VERSATILE

BUDDY ACE



"BACK HOME"

b/w

"WHAT CAN I DO"

Duke # 155

THE LAST RECORD ON...

THE IMMORTAL

JOHNNY ACE

singing



"STILL LOVE YOU SO"

b/w

"DON'T YOU KNOW"

Duke # 154

•

SURPASSING HIS EVER POPULAR

"PLEDGING MY LOVE"

•

complete your collection with this *LAST* record on the LATE GREAT JOHNNY ACE

SENSATIONAL NEW STAR...

TOMMY MOSLEY



WINNER 6 CONSECUTIVE TIMES on HORACE HEIDT SHOW SINGING

"LOVE YOU"

('til the end of time)

b/w

"CONCERTO TO THE BLUES"

Peacock 1664

start your collection with the *FIRST* record release on this up and coming artist

DUKE RECORDS, INC. 2809 ERASTUS ST. HOUSTON 26, TEX.

PEACOCK RECORDS, Inc. 2809 Erastus Street Houston 26 Texas

A TWO SIDES A ...nder Cooper

THE NATION'S

R & B TOP 15

		Pos. Last Week
1	**FEVER** *Little Willie John* *(King 4935)*	1
2	**STRANDED IN THE JUNGLE** *Cadets (Modern 994)* *Jayhawks (Flash 109)*	5
3	**I'M IN LOVE AGAIN** *Fats Domino* *(Imperial 5386)*	2
4	**MY PRAYER** *Platters* *(Mercury 70893)*	9
5	**RIP IT UP** *Little Richard* *(Specialty 579)*	4
6	**A CASUAL LOOK** *Six Teens* *(Flip 315)*	6
7	**TREASURE OF LOVE** *Clyde McPhatter* *(Atlantic 1092)*	3
8	**IT'S TOO LATE** *Chuck Willis* *(Atlantic 1098)*	12
9	**HALLELUJAH, I LOVE HER SO** *Ray Charles* *(Atlantic 1096)*	8
10	**CANDY** *Big Maybelle* *(Savoy 1195)*	11
11	**ROLL OVER BEETHOVEN** *Chuck Berry* *(Chess 1626)*	7
12	**READY TEDDY** *Little Richard* *(Specialty 579)*	10
13	**I PROMISE TO REMEMBER** *Teen Agers* *(Gee 1018)*	—
14	**UP ON THE MOUNTAIN** *Magnificents* *(Vee-Jay 183)*	13
15	**PLEASE, PLEASE, PLEASE** *James Brown* *(Federal 12258)*	15

Congratulations "Cash Box"
MAY YOU ENJOY MANY MORE PROSPEROUS YEARS

Heading For The TOP!
The Magnificents
"UP ON THE MOUNTAIN"
VEE-JAY # 183

Breaking Thru The Hit Barrier
The Orioles with Sonny Til
"I JUST GOT LUCKY"
B/W "HAPPY 'TIL THE LETTER"
VEE-JAY # 296

NAMM CONVENTION
New Releases

JIMMY REED
"I LOVE YOU BABY"
B/W
"MY FIRST PLEA"
VEE-JAY # 203

SARAH McLAWLER
FEATURING
RICHARD OTTO
"FLAMINGO"
B/W
"BABE IN THE WOODS"
VEE-JAY # 199

THE SPANIELS
"SINCE I FELL FOR YOU"
"BABY COME ALONG WITH ME"
VEE-JAY # 102

THE ARGO SINGERS
"NEAR THE CROSS"
VEE-JAY # 201

THE ECHOES OF EDEN
"I NEED JESUS"
VEE-JAY # 200

TOPS IN BLUES

JOHN LEE HOOKER
"TROUBLE BLUES"
VEE-JAY # 188

BILLY BOY
"YOU GOT ME WRONG"
B/W
"HERE'S MY PICTURE"
VEE-JAY # 192

BILLY "The Kid" EMERSON
"DON'T START ME TO LYING"
VEE-JAY # 175

SPIRITUALLY TOPS

ORIGINAL 5 BLIND BOYS (JACKSON HARMONEERS)
"I NEVER HEARD A MAN"
"YOU DON'T KNOW"
VEE-JAY # 294

SPIRITUALAIRES
"WHEN THE SAINTS GO MARCHING IN"
VEE-JAY # 281

SWAN SILVERTONES
"MY SOUL IS A WITNESS"
"JESUS REMEMBERS"
VEE-JAY # 184

MACEO WOODS SINGERS
"SIGNS OF THE JUDGMENT"
"NO TIME TO LOSE"
VEE-JAY # 193

HIGHWAY QC's
"HE LIFTED MY BURDENS"
"I DREAMED HEAVEN WAS LIKE THIS"
VEE-JAY # 195

IF IT'S → Vee-Jay RECORDS, INC. ← GO — ALL THE WAY
IT'S THE BEST — 2129 So. Michigan Ave. Chicago, Ill. — WITH VEE-JAY

Breaking Pop Nationally!

SHIRLEY & LEE

in their fastest-breaking smash hit!!

"LET THE GOOD TIMES ROLL"

AL No. 3325

Aladdin RECORDS

For That Magic Touch

LOS ANGELES, CALIF.

WATCH THIS NAME!

ONYX Records

(A New Label with "Old Hands" at its Head)

Current Release: "CASH BOX BEST BET"

The Velours

"MY LOVE COME BACK"

501

Released This Week:

The Joyettes

"STORY OF LOVE" | "BOY NEXT DOOR"

502

Watch for releases soon by these artists

The Pearls — The Marques — The Chordells

ONYX RECORDS, INC.

(A Subsidiory of Mordi Gros Records, Inc.)

424 W. 49th St., New York 19, N. Y.

COlumbus 5-1872

The Cash Box HOP

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

NEW YORK

1	MY PRAYER	*Platters (Mercury 70893)*
2	A CASUAL LOOK	*5ix Teens (Flip 315)*
3	STRANDED IN THE JUNGLE	*Cadets (Modern 994)*
4	FEVER	*Little Willie John (King 4935)*
5	I PROMISE TO REMEMBER	*Teen Agers (Gee 1018)*
6	I'M IN LOVE AGAIN	*Fats Domino (Imperial 5386)*
7	I WANT YOU, I NEED YOU, I LOVE YOU	*Elvis Presley (RCA Victor 20-6540)*
8	CAN'T WE BE SWEETHEARTS	*Cleftones (Gee 1016)*
9	TREASURE OF LOVE	*Clyde McPhatter (Atlantic 1092)*
10	CANDY	*Big Maybelle (Savoy 1195)*

CHICAGO

1	I'M IN LOVE AGAIN	*Fats Domino (Imperial 5386)*
2	FEVER	*Little Willie John (King 4935)*
3	STRANDED IN THE JUNGLE	*Jayhawks (Flash 109)*
4	MY PRAYER	*Platters (Mercury 70893)*
5	ROLL OVER BEETHOVEN	*Chuck Berry (Chess 1626)*
6	CANDY	*Big Maybelle (Savoy 1195)*
7	UP ON THE MOUNTAIN	*Magnificents (Vee-Jay 183)*
8	TREASURE OF LOVE	*Clyde McPhatter (Atlantic 1092)*
9	TAIN'T WHATCHA SAY	*Little Esther (Savoy 1193)*
10	HALLELUJAH, I LOVE HER SO	*Ray Charles (Atlantic 1096)*

NEW ORLEANS

1	IT'S TOO LATE	*Chuck Willis (Atlantic 1098)*
2	LET THE GOOD TIMES ROLL	*Shirley & Lee (Aladdin 3325)*
3	RIP IT UP	*Little Richard (Specialty 579)*
4	A CASUAL LOOK	*Six Teens (Flip 315)*
5	SO LONG	*Fats Domino (Imperial 5396)*
6	TELL ME WHY	*Marie Knight (Wing 90069)*
7	THAT'S ALL THERE IS TO THAT	*Cole & Four Knights (Capitol 3465)*
8	MY PRAYER	*Platters (Mercury 70893)*
9	TREASURE OF LOVE	*Clyde McPhatter (Atlantic 1092)*
10	STRANDED IN THE JUNGLE	*Cadets (Modern 994)*

CLEVELAND

1	MY PRAYER	*Platters (Mercury 70893)*
2	STRANDED IN THE JUNGLE	*Cadets (Modern 994)*
3	FEVER	*Little Willie John (King 4935)*
4	A CASUAL LOOK	*Six Teens (Flip 315)*
5	I'M IN LOVE AGAIN	*Fats Domino (Imperial 5386)*
6	DON'T LET IT END THIS WAY	*Elmore Morris (Peacock 1660)*
7	I PROMISE TO REMEMBER	*Teen Agers (Gee 1018)*
8	I LOVE YOU BABY	*Jimmy Reed (Vee-Jay 203)*
9	HALLELUJAH, I LOVE HER SO	*Ray Charles (Atlantic 1096)*
10	IT'S TOO LATE	*Chuck Willis (Atlantic 1098)*

NEWARK

1	FEVER	*Little Willie John (King 4935)*
2	STRANDED IN THE JUNGLE	*Cadets (Modern 994) Jayhawks (Flash 109)*
3	MY PRAYER	*Platters (Mercury 70893)*
4	A CASUAL LOOK	*Six Teens (Flip 315)*
5	TREASURE OF LOVE	*Clyde McPhatter (Atlantic 1092)*
6	CANDY	*Big Maybelle (Savoy 1195)*
7	I'M IN LOVE AGAIN	*Fats Domino (Imperial 5386)*
8	I PROMISE TO REMEMBER	*Teen Agers (Gee 1018)*
9	PLEASE, PLEASE, PLEASE	*James Brown (Federal 12258)*
10	RIP IT UP	*Little Richard (Specialty 579)*

MERIDIAN

1	FEVER	*Little Willie John (King 4935)*
2	I'M IN LOVE AGAIN	*Fats Domino (Imperial 5386)*
3	STRANDED IN THE JUNGLE	*Cadets (Modern 994)*
4	RIP IT UP	*Little Richard (Specialty 579)*
5	ROLL OVER BEETHOVEN	*Chuck Berry (Chess 1626)*
6	MY PRAYER	*Platters (Mercury 70893)*
7	WONDERIN' AND GOIN'	*Lightning Slim (Excello 2080)*
8	LOVE, LOVE, LOVE	*Clovers (Atlantic 1094)*
9	TREASURE OF LOVE	*Clyde McPhatter (Atlantic 1092)*
10	READY TEDDY	*Little Richard (Specialty 579)*

Sung under Cooper

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

The Cash Box



PHILADELPHIA

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Philadelphia

1	STRANDED IN THE JUNGLE *Joy Howks* *(Flosh 109)*	
2	HEADIN' HOME *Shirley Gunter* *(Modern 989)*	
3	A CASUAL LOOK *Six Teens* *(Flip 315)*	
4	FEVER *Little Willie John* *(King 4935)*	
5	RIP IT UP *Little Richard* *(Specialty 579)*	
6	SHATTERED DREAMS *Youngsters* *(Empire 103)*	
7	HALLELUJAH, I LOVE HER SO *Ray Charles* *(Atlantic 1096)*	
8	I REMEMBER *Suburbans* *(Baton 227)*	
9	CANDY *Big Maybelle* *(Savoy 1195)*	
10	MY PRAYER *Platters* *(Mercury 70893)*	

LOS ANGELES

1	I'M IN LOVE AGAIN *Fats Domino* *(Imperial 5386)*	
2	STRANDED IN THE JUNGLE *Cadets (Modern 994)* *Jayhawks (Flosh 109)*	
3	FEVER *Little Willie John* *(King 4935)*	
4	TREASURE OF LOVE *Clyde McPhatter* *(Atlantic 1092)*	
5	YOUR TENDER LIPS *Clovers* *(Atlantic 1094)*	
6	MY PRAYER *Platters* *(Mercury 70893)*	
7	HALLELUJAH, I LOVE HER SO *Ray Charles* *(Atlantic 1096)*	
8	WHEN MY DREAM-BOAT COMES HOME *Fats Domino* *(Imperial 5396)*	
9	RIP IT UP *Little Richard* *(Specialty 579)*	
10	A CASUAL LOOK *Six Teens* *(Flip 315)*	

ST. LOUIS

1	FEVER *Little Willie John* *(King 4935)*	
2	MY PRAYER *Platters* *(Mercury 70893)*	
3	CANDY *Big Maybelle* *(Savoy 1195)*	
4	A CASUAL LOOK *Six Teens* *(Flip 315)*	
5	STRANDED IN THE JUNGLE *Cadets (Modern 994)* *Jayhawks (Flash 109)*	
6	ROLL OVER BEETHOVEN *Chuck Berry* *(Chess 1626)*	
7	UP ON THE MOUNTAIN *Magnificents* *(Vee-Jay 183)*	
8	TREASURE OF LOVE *Clyde McPhatter* *(Atlantic 1092)*	
9	I'M TORE UP *Billy Gayles* *(Federal 12265)*	
10	IT'S TOO LATE *Chuck Willis* *(Atlantic 1098)*	

DETROIT

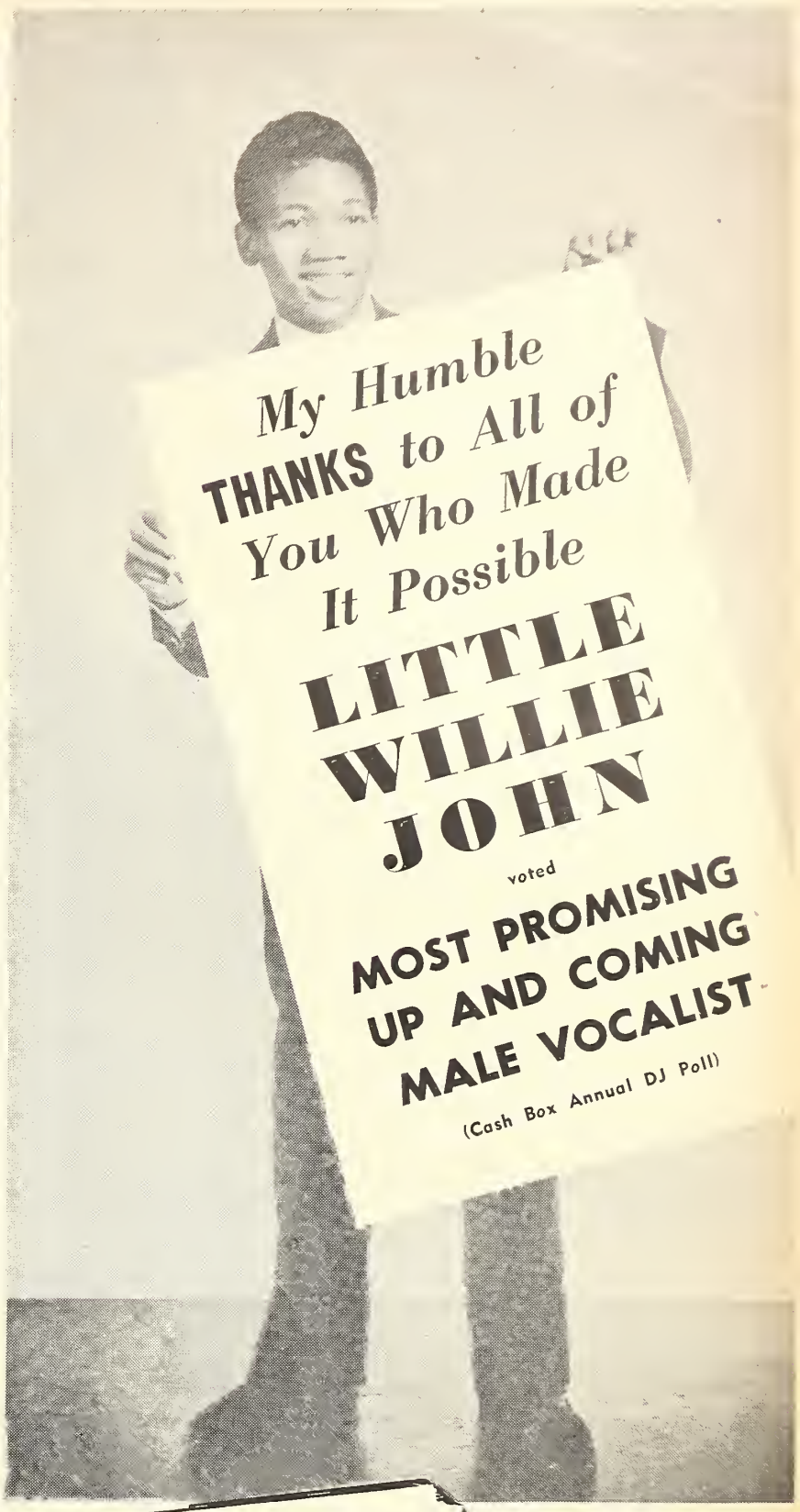
1	FEVER *Little Willie John* *(King 4935)*	
2	I'M IN LOVE AGAIN *Fats Domino* *(Imperial 5386)*	
3	STRANDED IN THE JUNGLE *Codets* *(Modern 994)*	
4	A CASUAL LOOK *Six Teens* *(Flip 315)*	
5	MY PRAYER *Platters* *(Mercury 70893)*	
6	CANDY *Big Maybelle* *(Savoy 1195)*	
7	READY TEDDY *Little Richard* *(Specialty 579)*	
8	IT'S TOO LATE *Chuck Willis* *(Atlantic 1098)*	
9	RIP IT UP *Little Richard* *(Specialty 579)*	
10	PLEADIN' FOR LOVE *Larry Birdsong* *(Excello 2076)*	

ATLANTA

1	IT'S TOO LATE *Chuck Willis* *(Atlantic 1098)*	
2	FEVER *Little Willie John* *(King 4935)*	
3	RIP IT UP *Little Richard* *(Specialty 579)*	
4	STRANDED IN THE JUNGLE *Codets (Modern 994)*	
5	LOVE, LOVE, LOVE *Clovers* *(Atlantic 1094)*	
6	TREASURE OF LOVE *Clyde McPhatter* *(Atlantic 1092)*	
7	I PROMISE TO REMEMBER *Teen Agers* *(Gee 1018)*	
8	I'M IN LOVE AGAIN *Fats Domino* *(Imperial 5386)*	
9	MY PRAYER *Platters* *(Mercury 70893)*	
10	UP ON THE MOUNTAIN *Magnificents* *(Vee-Jay 183)*	

NASHVILLE

1	FEVER *Little Willie John* *(King 4935)*	
2	I'M IN LOVE AGAIN *Fats Domino* *(Imperial 5386)*	
3	RIP IT UP *Little Richard* *(Specialty 579)*	
4	STRANDED IN THE JUNGLE *Cadets (Modern 994)* *Javhawks (Flash 109)*	
5	TREASURE OF LOVE *Clyde McPhatter* *(Atlantic 1092)*	
6	ROLL OVER BEETHOVEN *Chuck Berry* *(Chess 1626)*	
7	IT'S TOO LATE *Chuck Willis* *(Atlantic 1098)*	
8	MY PRAYER *Platters* *(Mercury 70893)*	
9	HALLELUJAH, I LOVE HER SO *Roy Charles* *(Atlantic 1096)*	
10	LOVE, LOVE, LOVE *Clovers* *(Atlantic 1094)*	



THE NATION'S
R & B
TOP 15
FEVER
Little Willie John
(King 4935)
1

Happy Anniversary Greetings to the CASH BOX

Personal Management
HARRY BALK

Direction
UNIVERSAL ATTRACTIONS

KING RECORDS

R & B Reviews

A AWARD & SLEEPER — B+ EXCELLENT — B VERY GOOD
C+ GOOD — C FAIR — D MEDIOCRE

SAM (The Man) TAYLOR
(MGM K-12278)

B "THE BEAT" (2:20) [Ross Jungnickel ASCAP—Lowe, Mann] Sam The Man Taylor offers a cute middle beat rock with a takeoff on the current craze, the beat. Taylor handles the lyric in ok style. Good for a laugh and good jump music.

B "REAL GONE" (2:35) [Tuna Music BMI — Kirkland, Taylor] Taylor shows off some of his saxing skill on a slow beat rhythm piece. It is a wailing shuffle beat well done.

DAKOTA STATON
(Capitol 3489)

B "DON'T MEAN MAYBE" (2:50) [Danby BMI—McFarland] Dakota Staton rocks a middle beat jump with a lusty performance that excites. This gal really sings and the resulting wax deserves your close attention.

B+ "MY FRIEND" (2:07) [Planetary Music ASCAP—Kaye, Speilman] A slow beat rocker with a pop reading. Dakota tells the story of her best friend who took her man away. Dramatic side. Could became a strong chart item.

MARGIE DAY
(DeLuxe 6096)

B+ "DUMPLIN' DUMPLIN'" (2:35) [Jay & Cee BMI—Henry Glover] Margie Day shouts out a rugged novelty bouncer with a chuckley lyric and a cute melody. The gal really hits it and the deck is one of the best she's done in some time.

B "SOMETHING TOLD ME" (2:17) [Jay & Cee BMI—Henry Glover] Miss Day sings a slow beat bouncer with great feeling. Does not come up to "Dumplin'" however.

THE "5" ROYALES
(King 4952)

B+ "COME ON AND SAVE ME" (2:33) [Jay & Cee BMI—Lowman Pauling] The "5" Royales chant a middle beat bouncer with a prominent religious sound. Lead sings if she don't love him he'll kill himself. He pleads with her to "come on and save me". Strong offering.

B+ "GET SOMETHING OUT OF IT" (2:25) [Jay & Cee BMI—Lowman Pauling] The "5" Royales blend on a slow beat bouncer with a deep south feeling. It is a wailing effort that comes off well in sound and exciting beat. Both sides deserve close examination.

The Cash Box Award o' the Week

"THE FLYING SAUCER"
[Luniverse Music—Buchanan & Goodman]
Part 1 and Part 2
BUCHANAN AND GOODMAN
[Luniverse 101]

● Two imaginative writers have come up with what could be the novelty smash of the year, "The Flying Saucer". It is a clever story adaptation of an invasion of a flying saucer in which a short phrase from a great many former hits have been incorporated. Buchanan and Goodman do the dialogue in hilarious fashion. It has rocketed in sensational fashion in the New York area where it was exposed via a couple of disk jockeys before the records were even ready for distribution. Phone calls besieged the stores who in turn besieged the distrib. This will be a sensation.

"WHEN I'M WITH YOU" (2:29)
[Arc BMI—McCoy, Fuqua, Dallas]
"SEE SAW" (2:32)
[Arc BMI—Davis, Sutton, Pratt]
THE MOONGLOWS
(Chess 1629)


MOONGLOWS

● The Moonglows put out what is most likely one of their best pairings yet. A slow paced ballad pretty, "When I'm With You", is delightfully chanted. The lead, wailing out the melodic bouncer with great feeling, is backed engagingly vocally and instrumentally. This deck has powerful potential in both pop and r & b. The flip, not to be sold short, is a fast beat bouncer. "See Saw", is a cutie given a joyous reading. It is difficult to listen to this side and not feel better for it. Both sides have the quality to hit.

COUNT BASIE/JOE WILLIAMS
(Clef 89171)

B+ "AMAZING LOVE" (3:26) [Jubilee ASCAP—Burns] Joe Williams drifts through a slow paced blues ballad in good style with the Basie band supplying just the right touch to create the mood. Should do well as Basie is a strong attraction.

B "MAGIC" (3:05) [JATAP BMI —Wess] A most enjoyable instrumental wax typically Basie. Good dance item.

VERNON GREEN
(Specialty 581)

B "SWEET BREEZE" (2:00) [Venice BMI—Williams, Green] Vernon Green wails a slow, dramatic ballad very much in the fashion of Roberta Sherwood. It is an appealing deck.

B "THE OLD WILLOW TREE" (2:00) [Venice BMI — Williams, Green] Miss Green dishes up a middle beat rhythm piece with a strong delivery. Good style and delivery of a fair hunk of material.

The Cash Box R & B Best Bets

★	"COME ON AND SAVE ME" / "GET SOMETHING OUT OF IT"	The "5" Royales	King 4952
★	"AMAZING LOVE"	Count Basie/Joe Williams	Clef 89171
★	"I LOVE YOU BABY"	Jimmy Reed	Vee-Jay 203
★	"MY FRIEND"	Dakota Staton	Capitol 3489

"HOUND DOG" (2:15)
[Presley & Lion BMI—Leiber, Stoller]
"DON'T BE CRUEL" (2:03)
[Shalimar & Presley BMI—Blackwell]
ELVIS PRESLEY
(RCA Victor 20-6604)

● A Presley release is always news to R & B locations in this current rock and roll phase so we therefore call your attention to the latest release by the best selling rock-a-billy.

RUDY MOORE
(Federal 12276)

B "STEP IT UP AND GO" (2:23) [Armo BMI—Rudy Moore] Rudy Moore does a rocking and raucous reading of a middle beat jump with a handclap assist. Driving instrumentation and Moore's treatment make it a soul satisfying rocker for the kids.

B "LET ME COME HOME" (2:45) [Armo BMI—Rudy Moore] Moore turns on the tears, wailing a slow beat weeper in which he begs to be permitted to return. He's lonesome and needs her. Moore has a great style, milking a tune and getting the most out of it. Loy down stuff for a mood crowd.

THE AVONS
(Hull 2025)

B+ "OUR LOVE WILL NEVER END" (2:32) [Keel Music BMI —Lee, Smith] The Avons make their debut with a driving jump piece done with excitement and a good solid commercial sound. The lads rock with abandon. For the teener crowd—no doubt about it.

B+ "I'M SENDING S.O.S." (2:26) [Keel BMI—Faust, Smith] Another of the same category that is also a very strong deck. A hard riding rock with a novelty lyric. Wild jump that is just shaded by "Our Love".

PEARL WOODS
(Dot 15477)

B+ "BE MY BABY" (2:40) [Notre Dame ASCAP—Wiltshire, Ellis] Pearl Woods proclaims her love in a lyrical fashion, a middle beat rhythm blues. Miss Woods gets down to bedrock as she swings the tune, lending it an excitement that takes the platter out of the "ordinary class." Good talent plus good tune equals good deck.

C+ "MY LOVE IS YOUR LOVE" (2:30) [Gallatin BMI — Baker Robinson] Pearl Woods does a pop reading of a lilting pop romancer. Easy to listen to warm weather opus.

JIMMY REED
(Vee-Jay 203)

B "MY FIRST PLEA" (2:47) [Conrad BMI—J. Reed, E. Abner] Jimmy Reed, who has built a strong following in the past couple of years, chants a slow country blues telling of his misery. It is a good country and Reed fans will like it.

B+ "I LOVE YOU BABY" (2:42) [Conrad BMI — Reed, Abner] Reed bounces with a lighthearted air as he proclaims his love for his ba[illegible] who does something to him. It [illegible] happy rhythm piece with th[illegible]under home flavor that could appea[illegible]Cooper sections. Good side that should [illegible] watched.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

R & B Reviews

AWARD & SLEEPER · B+ EXCELLENT · B VERY GOOD
C+ GOOD · C FAIR · D MEDIOCRE

The Cash Box R & B Sleeper of the Week

"YOU GOT IT MADE" (2:38) [Sophisticate BMI—Buddy Johnson]

"BRING IT HOME TO ME" (2:40) [Sophisticate BMI—Buddy Johnson]

BUDDY JOHNSON
(Mercury 70912)



BUDDY JOHNSON

● Buddy Johnson has a two sider here that is chartbound. "You Got It Made" showcases the male voice of Floyd Ryland handling a middle beat rhythm piece with a rocking impact. It is a solid hunk of jump material with a down to earth lyric. The flip, "Bring It Home To Me", offers the sock treatment by Ella Johnson of a quick beat rhythm romancer. Deck jumps with a driving ork backing and Ella's plea to bring the lovin' and huggin' home to her is tops. Two really good sides that tear it up.

"BABY COME ALONG WITH ME" (2:22) [Conrad BMI—Roth]

"SINCE I FELL FOR YOU" (2:39) [B. Johnson]

THE SPANIELS
(Vee-Jay 202)



THE SPANIELS

● The Spaniels have two sides that could become chart items. The group rocks with the quick beat "Baby Come Along With Me". It has a solid jump beat that is excitingly delivered. The Spaniels embellish it with several vocal tricks resulting in a highly intriguing side. The flip, "Since I Fell For You", is a slow paced ballad lovely that the fellas blend beautifully on. Very interesting arrangement that should help the deck take off big. Two sides to watch.

SIL AUSTIN
(Mercury 70905)

B+ "WAIT BABY WAIT" (2:10) [Maggie Music BMI—Paul Winley] Sil Austin rocks out a middle beat bouncer with a shouty vocal enthusiastically performed. Good teener wax.

B "OH SHOW ME THE WAY" (2:26) [James Music ASCAP—Lowe, Mann] Austin wails a slow beat blues with feeling. Sil is assisted by a chorus chant and mood instrumental backing. Ok deck.

GENE BARGE
(Checker 8107)

B "WAY DOWN HOME" (2:20) [Arc BMI—Barge] Gene Barge works his way through a slow beat down home blues with a sax reading supported with simple and easy accompaniment. Interesting side.

C+ "COUNTRY" (2:21) [Arc BMI—Barge] Barge gives an intriguing sax exhibition, reading a slow, rhythmic dancer. Two instrumental waxes with appeal to most listeners.

DIZZIE GILLESPIE
(Norgron 151)

B "SEEMS LIKE YOU JUST DON'T CARE" (3:25) Dizzy Gillespie jumps out a quick beat rhythm piece with Herb Lance doing a better than adequate job on the vocal. Lance wails about the gal who no longer loves him. Deck drives along at a good pace. Big band backing.

B "PLAY ME THE BLUES" (2:48) [Leon Rene Pub ASCAP—Rene] Toni Harper provides the vocal talent on this side. It is a slow beat, torrid type blues, with Miss Harper turning on the heat. A wailing effort that is pleasing.

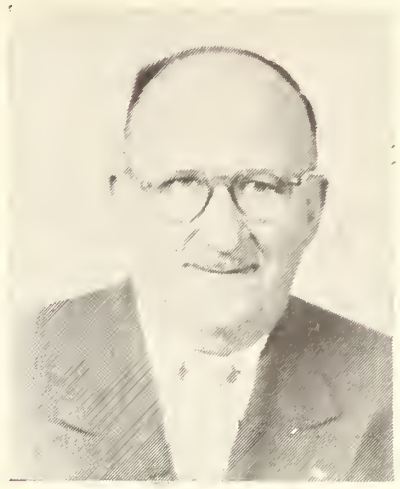
SPIRITUAL

MARIE KNIGHT
(Mercury 70904)

B "BLESSED BE THE NAME OF THE LORD" (2:16) [Country Spirituals-Knight] Marie Knight stirs up a lot of excitement as she shouts out the syncopated quick beat. Tambourines, a stirring chant backing, and Miss Knight add up to a pretty potent offering.

B "STAND BY ME" (2:06) [Country Spirituals BMI—Stewart, Knight] Miss Knight again stirs the listener with a "from the toes" vocal of a middle beat gospel item. Simplicity of the backing focuses the attention on Miss Knight. The deck is enhanced by the strong backing offered by the Millernaires. Two good spiritual decks.

The Future of the Record Business



by HERMAN LUBINSKY

I'm not a crystal gazer and I've always based my judgment on "Hoss Sense". After all, what our companies make is sold to the "Man with the Dinner Pail."

Price doesn't matter. How did Tiffany get his rep? How did Cadillac retain its leadership in performance and high price unit sales? They didn't get it selling "SCHLAGG" merchandise.

A great philosopher once said "Give the sucker a run for his money," and that's just what we're doing. A couple of years ago one of our contemporary manufacturers said in trade journal ads to justify his price increase, "Our artists are worth the difference." Since then he's lowered his prices. Why? And does he enjoy national leadership? *Nein*—No—Why? You just can't stuff oats down the public's throat and tell them it's Chicken a la King. You can only fool the public once.

We're not bragging — and we're crowing from the housetops about our products—because we know the one about "Building a better mousetrap, and the world will have a beaten path to your door." True, our doorstep has been worn down so we're moving into a new building (our own—all paid for—you paid for it, no mortgages.)

So, what's that got to do with the future of the record business? Lots, my fine friends, because the future of this industry is in packaged goods—and it can't be junk—it's got to have meat—meat the public wants—and needs. Live wire distributors coast to coast are going a land office business on 12-inch LP at $4.98 list and yelling for more, and we're slowly turning them out and the boys are reaping a fine profit—a 60% weekly turnover and they're real happy. Canned music that's sold by the man with the dinner pail to his brothers. Again, the future of the industry is in packaged goods. Hop on, brother, and get yours.

That same old philosopher says: "You can lead a horse to water but a pencil must be lead." That's what we have to do—literally hit a few distribs on the head with a hammer to make them realize that Boo Koo (plenty) of profits are skidding past their door daily—profits on Long Play Records that could mean a repeat business. No return privilege, no belly-aching. Good, fast turnover at a good profit.

Of course, we haven't got all 100% perfect distribs, but we're slowly converting them and changing them.

Go With This Sure Fire Hit!
No. 5400
The Honey Bees
"Endless"
Imperial Records

Spreading throughout the country!
IN THE STILL OF THE NIGHT
("I'LL REMEMBER")
The Five Satins
E-1005
ember RECORDS, INC.
1697 Broadway, N. Y. 19, N. Y.

BREAKING FOR HITS!!
The Original Hit
"Until The Day I Die"
by The Tears
Dig 112
"Blue Mood"
by Julie Stephins
and The Premiers
Dig 115
DIG RECORDS
2180 West Washington Blvd.
REpublic 4-4279 Los Angeles 18, California REpublic 4-4653

THREE HOT NEW RELEASES!

"MY VERSION OF LOVE"

"I'LL NEVER LET YOU GO"

The Vocaltones

A # 497

"ZUP, ZUP"

"NOW I KNOW"

The Keynotes

A # 498

"I CRY OH"

"MY HEART WAS MEANT FOR YOU"

Eddie Bo

A # 499

SEE YOU AT THE NAMM SHOW JULY 23-26

APOLLO RECORDS
457 W. 45 St., N. Y.
(PL 7-0060)

BREAKING BIG IN CHARLOTTE, NEW ORLEANS, CHICAGO & ATLANTA

"CONGO MOMBO"
(Inst.)
b/w
"LIFE PROBLEM"
(Vocal)
By Guitar Gable

Excello 2082

WRITE WIRE PHONE

NASHBORO RECORD CO., INC.
177 3rd Ave., Nashville, Tenn.
(Phone: Chapel 2-2215)
Shipments Also Made From
PLASTIC PRODUCTS
Memphis, Tenn.

BREAKING FOR HITS

PEOPLE ARE TALKING
THE HEARTBEATS
H-716

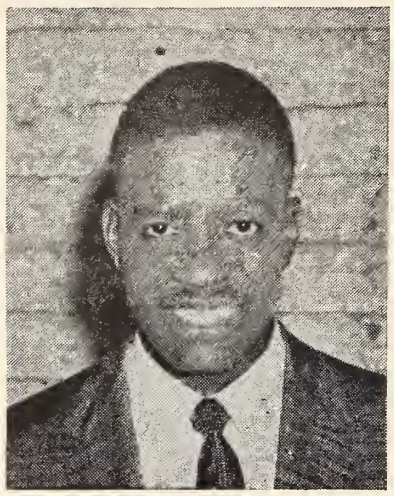
OUR LOVE WILL NEVER END
THE AVONS
H-717

DO YOU WANNA GO
MILLER SISTERS
H-718

WRITE, WIRE, PHONE

HULL RECORDS
1595 BROADWAY
(PHONE: JUDSON 6-5390)
NEW YORK CITY

Rock And Roll



by TOMMY SMALLS

As an executive member of the recently formed National Jazz and Rhythm and Blues Disc Jockey Association and in order to help combat both the problems of bad publicity and inferior music on records, I'd like to discuss a few topical points about the current rock and roll music craze. Being a rhythm and blues disk jockey on radio station WWRL in New York for the past five years and having presented many stage revues at the Brooklyn Paramount Theater and Apollo Theater in New York, I have noticed the audience is relatively quiet, especially the teenagers and have experienced no fights or rioting in the aisles.

I feel it's up to the emcee to control the audience; an emcee can sway the crowds. If I get up and jump up and down wildly like an animal, so will the youngsters. Rock and roll to me as well as the other disk jockeys across the country, doesn't arouse the teenagers to destruction. This will only happen when they are suppressed by people who are antagonistic to them.

Young people are always looking for excitement. Back in my days as a youngster, it was the swing bands. We danced in the aisles of the theaters and no one suppressed us. Did you ever hear of a teenager walking down the street carrying and listening to a portable radio who was out to hit someone over the head? Of course not.

Rock and roll has helped channel teenage energies into dancing. I know, having conducted many shows at Community Centers in the Metropolitan New York area. The young people who come to the rock and roll dances and shows aren't there looking for trouble. As a matter of fact, we have held affairs at which members of the New York City Youth Board have been present and they have commended us for our work.

As far as recordings are concerned, I receive about 75 new releases weekly. I play about 20 of them, if they're good. Some of them are so bad, I don't even touch them, especially if they have any suggestive or obscene lyrics. I won't push them down the public's throats.

The R&B members of the Association have all agreed to ban any tunes from their programs if they're inferior, and will battle for the existence of a good, clean rock and roll music campaign.

The Flying Saucer Landed On Page 61

R & B Disk Jockey

REGIONAL RECORD REPORTS

Mitch Odom
KNEA—Jonesboro, Ark.

1. Roll Over Beethoven (Berry)
2. Little Girl Of Mine (Cleftones)
3. Corrine Corrina (Joe Turner)
4. I'm In Love Again (Domino)
5. Treasure Of Love (McPhatter)
6. Down In Mexico (Coasters)
7. Long Tall Sally (L. Richard)
8. I Want You, I Need You, I Love You (Elvis Presley)
9. Church Bells May Ring (Diamonds)
10. I Want You To Be My Girl (Teen Agers)

Charlie O'Donnell
WHAT—Philadelphia, Pa.

1. I'm In Love Again (Domino)
2. A Casual Look (Six Teens)
3. Hallelujah, I Love Her So (Ray Charles)
4. Ready Teddy (Little Richard)
5. My Blue Heaven (Domino)
6. Rip It Up (Litle Richard)
7. Candy (Big Maybelle)
8. T'aint Whatcha Say (Little Esther)
9. Fever (Little Willie John)
10. Stranded In The Jungle (Jayhawks)

Ken Manley
WGUY—Bangor, Me.

1. Fever (Little Willie John)
2. Treasure Of Love (McPhatter)
3. Love, Love, Love (Clovers)
4. When My Dreamboat Comes Home (Fats Domino)
5. Corrine Corrina (J. Turner)
6. Lost John (Lonnie Donegan)
7. Be-Bop-A-Lula (G. Vincent)
8. A Casual Look (Six Teens)
9. I Promise To Remember (Teen Agers)
10. Roll Over Beethoven (Berry)

Louise Napper
WREV—Reidsville, N. C.

1. Fever (Little Willie John)
2. My Prayer (Platters)
3. Please, Please, Please (James Brown)
4. Rock And Roll Bells (Jones)
5. Heaven On Earth (Platters)
6. Rip It Up (Little Richard)
7. Letter From My Darling (Little Willie John)
8. Please Listen To Me (Lewis)
9. What Would I Do (Charles)
10. It's Too Late (C. Willis)

George Klein
KWEM—Memphis, Tenn.

1. I Want You, I Need You, I Love You (Elvis Presley)
2. Rip It Up/Ready Teddy (Little Richard)
3. Fever (Little Willie John)
4. Love, Love, Love (Clovers)
5. My Prayer (Platters)
6. One Night Only (Williams)
7. A Casual Look (Six Teens)
8. We Go Together (Moonglows)
9. All Mama's Children (Carl Perkins)
10. Shattered Dreams (Youngsters)

Jerry Gaines
WHAT—Philadelphia, Pa.

1. Ready Teddy (Little Richard)
2. Fever (Little Willie John)
3. I'm In Love Again (Domino)
4. My Blue Heaven (Domino)
5. Rip It Up (Little Richard)
6. Treasure Of Love (McPhatter)
7. Hallelujah, I Love Her So (Ray Charles)
8. French Fried Potatoes (Amos Milburn)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. Candy (Big Maybelle)

Jessie Morris
WFPG—Atlantic City, N. J.

1. Buddy's Boogie (B. Johnson)
2. I'm In Love Again (Domino)
3. A Casual Look (Six Teens)
4. Let's Start All Over Again (Don Bruce)
5. Milt's Boogie (M. Buckner)
6. Long Tall Sally (Little Richard)
7. Love, Love, Love (Clovers)
8. Corrine Corrina (J. Turner)
9. I'll Dearly Love You (Ryland)
10. Lost Dreams (Ernie Freeman)

Dennis Bruton
KCUL—Fort Worth, Tex.

1. Rip It Up (Little Richard)
2. Be-Bop-A-Lula (G. Vincent)
3. Up On The Mountain (Magnificents)
4. My Prayer (Platters)
5. Stranded In The Jungle (Cadets)
6. Roll Over Beethoven (Berry)
7. Ready Teddy (Little Richard)
8. Hurt Me (Robins)
9. Woe Is Me (Cadillacs)
10. Fever (Little Willie John)

The "Great" Montague
WAAF—Chicago, Ill.

1. Up On The Mountain (Magnificents)
2. Happy 'Till The Letter (Orioles)
3. Rip It Up (Little Richard)
4. Tollin' Bells (Lowell Fulson)
5. Headin' Home (S. Gunter)
6. A Kiss From Your Lips (Flamingos)
7. Stranded In The Jungle (Jayhawks)
8. Fever (Little Willie John)
9. My Prayer (Platters)
10. Treasure Of Love (McPhatter)

Roy B. Goshorn
WKMC—Roaring Spring, Pa.

1. I'm In Love Again (Domino)
2. I Want You To Be My Girl (Teen Agers)
3. Be-Bop-A-Lula (G. Vincent)
4. Ready Teddy (Little Richard)
5. I Want You, I Need You, I Love You (Elvis Presley)
6. Rip It Up (Little Richard)
7. Teen Age Promise (Six Teens)
8. Neki Hoky (Cleftones)
9. My Blue Heaven (Domino)
10. Roll Over Beethoven (Berry)

Ted Donay
KCNA—Tucson, Ariz.

1. Fever (Litle Willie John)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. I'm In Love Again (Domino)
4. Ready Teddy (Little Richard)
5. Rip It Up (Little Richard)
6. Be-Bop-A-Lula (G. Vincent)
7. Boppin' The Blues (Perkins)
8. Treasure Of Love (McPhatter)
9. Hot Dog Buddy Buddy (Bill Haley)
10. Long Tall Sally (L. Richard)

Jimmie Jones
KPRS—Kansas City, Mo.

1. Woe Is Me (Cadillacs)
2. Stranded In The Jungle (Cadets)
3. Love, Love, Love (Clovers)
4. My Prayer (Platters)
5. A Casual Look (Six Teens)
6. One Kiss Led To Another (Coasters)
7. Treasure Of Love (McPhatter)
8. It's Too Late (Chuck Willis)
9. Early One Morning (Midnighters)
10. Rip It Up (Little Richard)

ENTERPRISES
803 S. CEDAR ST. ED 2-7665
CHARLOTTE 8, N. C.

Since 1947
THE CAROLINAS' LEADING DISTRIBUTOR OF THE NATION'S LEADING LINES

Thanks DJ's
For Voting Me the No. 1

UP & COMING FEMALE VOCALIST



ANN COLE
★
BATON RECORDS

Current Hit, "EASY, EASY, BABY"
Baton 224

Watch For My New Record OUT SOON

The New Look In Rock And Roll



by BOB ROLONTZ

To many of us in the record industry the great new era of rock-and-roll has been one of the brightest developments in the history of the music business. It has brought about a number of changes which have presaged a healthy growth and broadening of the base of the record market. This may be received as a controversial statement by those who have been so critical of the furore occasioned by the fantastic popularity of the two R's. However, many of us feel that this dynamic development has brought much-needed new blood to the veins of popular music as we know it today.

We have had, after all, the era of the big bands, the vocalists' boom, the fad for small instrumental groups and now the craze in vocal combos and the upswing in jazz. Where do we go from here? Many of us have watched for the return to big bands. But how anticlimactic it would be to something that we knew a decade or so ago, if nothing new has been added. Now with rock-and-roll something new has been added. If the big bands do come back—and they inevitably will have their renaissance — it will be with a vigor, drive, and vital musical quality that they could only have gained through the unmistakable stamp of rock-and-roll. The unrestrained rhythm and driving musical quality of the R & R beat will add a new dimension to the exciting quality of big band music.

However, the most important thing about rock-and-roll from a commercial aspect is that it is the first music which has been completely aimed toward the teen-ager. Never before have we had records designed primarily for this market, music composed for just this market and performed by artists who appeal primarily to the teen-ager. With rock-and-roll the teen-ager really comes into his own as an arbiter of musical taste, and as a vast potential sales market which cannot be ignored. Once an artist gains acceptance in this market he is virtually made. Other, more adult tastes of course have their influences too but we have found that it is the teen-ager whose likes and dislikes pay off with an unmistakable jingle in the cash register.

Rock-and-roll also has spawned a whole new school of song writers. Some conservatives may look on this influx with dismay but on the whole anything that opens up new avenues of expression for the countless hundreds of aspirant composers and publishers the way that rock-and-roll has, can bode nothing but a good and unlimited growth in the future. The quest for new talent—both for artists and composers—also has spread its boundaries to extremes that would have been unthinkable in a previous day. Some of the biggest hits in the rock-and-roll field, as we know, have come from teen-agers, from people who never before have broken into the pop market and who have done many things besides songwriting to make a living. Today's publisher has to re-appraise his whole approach and look in many directions, even to untrained talent, for his material, which now can come from virtually any source, the man on the street, the high school campus or the housewife writing her hits on the kitchen table. Any label, however new and small, now can have a hit if the recorded music has that beat.

Despite the criticism, rock-and-roll continues to grow. It has a beat which cannot be ignored. The fact that its influence is spreading is already apparent in the pop field. Elvis Presley outranks many a pop artist, Groove's top-selling thrush, Varetta Dillard, sells as well pop-wise as she does in the strictly R & R market.

Much pop today is really a smoother version of R & R. This shows the power of rock-and-roll music, this shows the direction it is taking and it demonstrates also the influence that rock-and-roll will have in the future. The shot-in-the-arm it has given the music business is a powerful and lasting hypo with far-reaching influence on the direction that the pop music will follow next week, next month and next year.

Pacific Jazz Intros "Summer Sales Plan"

LOS ANGELES, CALIF.—Pacific Jazz Records has introduced a new "Summer Sales Plan" designed to give greater exposure to the label's product. The retailer, by placing an order for one each of 20 12" LP's, gets two free 12" albums of his choice. This deal is being offered on a 100% exchange basis under the one condition that the dealer does not return his stock in less than 90 days.

By placing the 20 LP's in his stock, [illegible]er is also entitled to order [illegible]ew Pacific Jazz Hi-Fi Sampler (sold by the box only). Each box contains 16 records—the retailer will be charged for only 15—the additional one being free.

Pacific Jazz is also making available to distributor salesmen a special "Demo-Pak". This Demo-Pak includes 20 12" LP's marked "Not For Sale". The Pak will cost the retailer $15.00 plus postage. Salesmen will take orders for the Demo-Pak and Pacific Jazz will ship them and bill the retailer, thereby relieving the distributor of the problem.

ATCO

ARTISTS POINT THE WAY TO BANG UP SUMMER SALES!



THE COASTERS
THE SENSATIONS
THE ROYAL JOKERS
FRANKIE MARSHALL
GUITAR SLIM
THE CASTELLES
JIMMY GRIFFIN
PAULINE ROGERS
JESSE STONE

And watch for these great new artists on ATCO

FLOYD LEE
WALTER SPRIGGS
THE TIBBS BROS.
THE PROPHETS
THE DYNAFLOWS



REACHING THE TOP—
LOWELL FULSON
"IT'S YOUR FAULT BABY"
Checker # 841

HOT!
BO DIDDLEY
"I'M BAD"
b/w
"WHOM DO YOU LOVE"
Checker # 842

MOVING!!
GENE BARGE
"COUNTRY"
Checker # 834

Checker RECORD CO.
4750-52 COTTAGE GROVE AVE
CHICAGO 15, ILLINOIS

NEW RHYTHM 'N BLUES
"BLUES & MISERY"
b/w
"YOU BETTER CHANGE"
By Ole Sonny Boy
Excello 2086

"I'LL BE GOOD"
b/w
"BABY COME BACK HOME"
By Sugar & Sweet
Excello 2087

"PLEASE UNDERSTAND"
b/w
"I DON'T NEED YOU NOW"
By Earl Gaines
Excello 2088

SPIRITUALS
"THE SUN WILL RISE TO THE EAST"
b/w
"IT'S A WONDER WHAT MY LORD CAN DO"
By Silvertone Singers
Nashboro 584
WRITE WIRE PHONE
NASHBORO RECORD CO., INC.
177 3rd Ave., Nashville, Tenn.
(Phone: Chapel 2-2215)
Shipments Also Made From
PLASTIC PRODUCTS
MEMPHIS, TENN.

JACK KAREY
CHICAGO
"Koffee with Karey"

There've Been Some Changes Made



by AL SILVER

It seems like only yesterday that Norm Orleck called and asked me to get an article ready for the *The Cash Box* 13th anniversary issue. Now it was only yesterday that he called me to get an article ready for *The Cash Box* 14th birthday party. Just like that a whole year slipped by us.

However, for Herald it was a good year. Our artists came through with some great selling records. There was the Turbans' "When You Dance"; Al Savage had a near one in "Paradise Princess"; and the Nutmegs, "Story Untold."

So fortified with kind of a start for the year, we began to release more records by the same and other artists. We scanned through loads of material, reviewed the material they had previously cut trying to perhaps pick similar feeling tunes. All this in hope that we could develop a formula or arrive at a barometer for some more of those hit records.

Well it just didn't work. THERE HAD BEEN SOME CHANGES MADE. A different type of material was showing up on the charts; girl singers were not selling like they used to, and the down home country rhythm and blues market was slowly disappearing. Now I can readily fathom the change in material, the girl singers not selling like they used to; but what happened to the steadfast buyers of early rhythm and blues? Surely they weren't swallowed up from the earth. Where's the market that bought nearly a half million Faye Adams', "Shake a Hand" and tunes of similar feel? How about the spiritual and gospel record buyers? Where did they disappear?

There was a time when the independent record company could look to his spiritual catalog for the "steady seller" or a big hit, when possibly his rhythm and blues releases were not doing anything. Some of the spiritual records were big hits, not alone in a single territory where perhaps you might expect; but they were considered hits, north, east, south and west. Geographic location had no bearing on their success. Has the spiritual or country blues market fallen off because we haven't come up with a hit? Can it be that the independent record manufacturers, who pioneered in the rhythm and blues and spiritual fields, let the majors beat a path to these early r&b consumers with their "arranged" versions, northern style. Can this have caused a change in taste of those who bought the pioneered rhythm and blues records.

Sure the beat was different, so was the sound and the lyric story became unfamiliar, in the sense that a certain word or an entire phrase found in earlier lyrics, was missing. Also a new crop of rhythm and blues song writers entered the picture from the pop field. Their approach was somewhat mild in a manner of "sophistication" according to early standards. Their melodic ideas were different, their lyrics started a gimmick craze and their beat an up tempo mechanical swinging style, over accentuated, so unlike the country style rhythm figures. Can it be that the once rhythm and blues buyer is hibernating, awaiting the return of his kind of music?

Of course all these changes, made room for the trend. Still a part of rhythm and blues, the current trend is Rock 'n Roll. This trend perhaps took some of the spending dollar from the adult rhythm and blues and spiritual buyers; and placed the buying power in the hands of the teen-agers. Radio stations have been flooded with new rock 'n roll records, and disk jockeys who have their fingers on the pulse, quickly programmed them. The teen-age record buying power increased enormously; and they soon were dominating the trend of record purchases. Rock 'n Roll is good for rhythm and blues since it focuses attention to the still heard, but few released, rhythm and blues records.

Another factor to be reckoned with, is the strong strides that the package business has made. The Long Playing market used the pop material either in tempo or lush string mood arrangements. Novelty songs via a Crazy Otto type delivery and many jazz tunes found their way into a package. Somebody's buying these L.P.'s. Can they be the early r & b buyers? The spiritual record buyers? How about the advent of hi fidelity? Could it have interested the spiritual buyer to the extent that he was spending so much money for component parts to his hi fidelity record player, that he had little to spend for records? That's hardly the answer.

The sense of fidelity in early records was the amount of "musical soul" that could be had from the old fashioned "one" speaker record player. (Maybe just "one" speed too and non-automatic.)

How about those artists that were established in the spiritual and gospel fields? It was customary for their fame to last as long as they recorded the material the buyer longed to hear. Can it be that these same artists got away from that "churchy" feeling and perhaps went commercial ballad style? Spiritual and gospel music has always been regarded as "standard" catalog. By the very definition of "standard" as we regard it in the music field, why should their presence be slowly disappearing?

A last thought on the subject is the "neglect" of record companies to pay much attention to the spiritual market. In their enthusiasm to come up with the big rock 'n roll hits, they let a once profitable market get lost in the shuffle. However, we at Herald have been giving this problem lots of thought. And in our current plans will be room for new rhythm and blues (the down home style) record releases. How could we ever forget the nearly half a million "Shake a Hand" record buyers?

Don't Fight Rock And Roll — Book It



by JOSEPH T. GALE

After reading newspapers, listening to the critics and the many experts in show business, I have come to the conclusion that nobody likes Rock and Roll—except the public.

Gale Agency has been selling Rhythm and Blues artists in certain territories for many years, and, over a long period of time, we have found them to be one of the most stable of our commodities. For example, Buddy Johnson's Orchestra — in these days when you can't give a big band away —has worked fifty-two weeks a year since 1947, and, what is more important, has never lost money for the promoter or club owner. Even Benny Goodman in his heyday couldn't make this claim.

In the early '50s, we, at Gale Agency, felt the first rumblings of the coming of Rhythm and Blues on the national scene. These tremors were caused by the vocal chords of a Cleveland Disk Jockey by the name of Alan Freed. He renamed this music Rock and Roll and built a fantastic following in the midwest. Based on his success in putting this music across to the public, Gale Agency put together a mammonth package of Rhythm and Blues artists in 1953 for a coast to coast tour of the nation's arenas and concert halls. This pioneer Rhythm and Blues show was an instantaneous success and the pattern was followed by other booking agencies. Soon after this, Alan Freed moved his voice and his influence to a New Jersey Radio Station and closed up shop in Cleveland. His impact was so great that WINS wooed him away and brought him to New York. This was the shot in the arm that this music needed to make it the prevalent rhythm of our times.

Rock and Roll music has saved many promoters the painful necessity of closing their doors. The box office receipts from the Rock and Roll artists has assuaged the pain of the losses inflicted by Hollywood headline acts who can't draw enough people to pay their advertising costs, let alone their astronomical salaries. The top Rock and Roll artists are today outdrawing even the standard pop artists. Irvin Feld's recent Rock and Roll package headlining the Platters, Bill Haley & his Comets, The Teenagers, La Vern Baker, and others, outgrossed box office receipts of any other touring show including Martin & Lewis, Jack Benny, Bob Hope, Judy Garland, etcetera.

Contrary to many experts in this business, I do not hesitate to predict that Rock and Roll artists will be the hot attraction at the box office for a long time to come. I base my prediction on the fact that television has worn the welcome mat threadbare for the Hollywood names and the pop names, whereas, with few exceptions, the Rock and Roll artists have found only enough exposure in this medium to enhance their value instead of the steady exposure which destroys it.

To say that Rock and Roll music is the music of the teenagers and because of this will not last is about as silly a statement as one can make. For it was the teenagers who discovered Dixie Land music, Jazz, Modern Music, Frank Sinatra, Nat Cole, Eddie Fisher, and practically every other star—with the exception of Liberace—that you can name since Rudy Vallee.

So, my advice to the people in show business anent Rock and R[under]Cooper DON'T FIGHT IT—BOOK IT.

Kid Stuff

by LEWIS R. CHUDD

Mr. Webster defines the word "lyrics" as "poetry appropriate for song." The same noble gentleman also defines the word "leer" as "to look askance, to cast a sidelong lustful or malign look, a look conveying a sly, sinister or immodest suggestion."

In light of the fuss and furor, such as it was, stirred some months ago by the use of the pun "leerics," it's interesting in perhaps a calmer light to examine the rhyme and reason, the motivation behind the "sly, sinister look" hurled specifically at the writers, recorders and artists of rhythm and blues or rock and roll music.

The editor of Variety ran a series of articles dealing with the subject, all branded with the word "leerics," just as one might brand a herd of cattle, or a group of people. He questioned the taste of such music, its right to be programmed via radio and television and its effect on the morals and mind of our younger people.

Well, let's examine the facts. Rhythm and blues as we now call it, is an appellation, a device used to explain a particular form of music the Negro primarily has enjoyed for many, many a year before I or the editor of Variety came on the scene. Years ago they called it race records, and when it became fashionable not to be associated with such a bigoted collection of words, they changed it to rhythm and blues. Pure and simple, and for no other reason was it changed. Somewhere along the line, the music, and its audience began to change too. Country blues wasn't quite as dominant, shuffle beats were more popular, and even the writers more prolific. With respect to its audience, the music was no longer restricted, segregated if you will, to the enjoyment of the Negro, and members of the white race found they too had taken a liking to rhythm and blues.

In 1954 and 1955 the dam burst. Record stores that would under no circumstances stock rhythm and blues records suddenly found they were in demand by their white customers if you will. The reason for not previously carrying R&B records in the shop before this is relatively simple. They didn't want the Negro trade, nothing more, nothing less. But now the dilemma; rhythm and blues was no longer a form of music to be enjoyed by the Negro, so the record shops started buying, and the nations disk jockeys started playing.

I need not recount the immense popularity rhythm and blues music has enjoyed, and happily for me and my family, the success that Imperial Records have had in producing rhythm and blues recordings. It is also fact, not fiction, that rhythm and blues records, or rock and roll records, are and were purchased in the majority by white persons if the line need be drawn, or else they would not achieve the exceptional sales volume they do.

Why then the sly, sinister look? In all honesty, I don't know why, and I can never believe that Variety's Mr. Green was ever prompted by anything more than to clear the air. But unfortunately he didn't do it, for the readers of his paper I'm sure took him to mean that all rhythm and blues was lewd and lascivious. The facts are, however, that Cole Porter, Rodgers & Hammerstein and a host of other, wonderful ASCAP writers probably have more material banned for performance on radio and television than any other group of writers. And somehow no mention was ever made, no "sly, sinister look" ever cast at their music as "leerics."

The wheel was made to go round and round, and they aren't playing "Sweet Rosie O'Grady" today, they're playing "I'm In Love Again." Maybe one day "Rosie" will come back. Let's not call "Rosie" lewd when she does.

Blue Note's Catalog Grows

NEW YORK—Blue Note Records' mounting 12" LP catalog will list 30 titles by mid-July, containing both reconversions of the best from the old standard catalog and new material.

Alfred Lion, prexy of the independent all-jazz label, which is the oldest in the U.S., states that despite "frenzied mass production of jazz today, Blue Note's emphasis, as ever, will be on quality not quantity."

Lion will continue to add new material to the 12" catalog at the rate of three albums a month. "This will be an average rate," Lion says. "The artists will not be merely any that are available for a quick record date. They'll be musicians who can offer much more than still another title for the album shelves. You can't build and maintain a good LP package line by hasty over-activity in the selection of talent and in the reproduction of their creative music."

Blue Note is also issuing a series of 45 singles, termed the "Blue Note Album Highlight Series", for the retailers and juke-box operators who are effectively using good progressive jazz.

New Trend To Parrots?

NEW YORK—A new release called "The Pirate Parrot", to be issued this week on Cadence label, will feature d.j. Milton Q. Ford's parrot Richard along with Ray Heatherton and Archie Bleyer's ork and chorus.

Bleyer spent over 60 hours editing tape of the parrot's talk and fitting it into the record.

Richard, incidentally, has been signed to appear on the Julius La Rosa TV show.

The melody for "The Pirate Parrot" was a hit in Italy, and after Veronique Music purchased it, lyrics were written by Al Stillman.

It's The Same Old Thing



by EUGENE PLESHETTE

The French have a saying, "The more things change, the more they are the same." This is analogous, I believe, when we compare the Rock 'N Roll craze today with the 'Goodman era' of yesteryear. I well remember (I was an assistant manager at the New York Paramount at the time) the fuss and rumble, the newspaper articles by the psychiatrists attempting to explain the sensuality, uncontrollable behavior, the effect of the music which created a contagion of mass hysteria, the frenetic and uninhibited actions of the teenagers — ad infinitum. I might suggest, you substitute the word swing for Rock 'N Roll and take away twenty years — catch on?

Since our Brooklyn Paramount Theatre was the first to introduce Rock 'N Roll, perhaps a short review of our experiences might help clear the air. Firstly, there's no question that the music has an excitement, and the people react to this stimulant in various degrees. Youngsters, or the teenagers, of course, are more violent than adults. We find them screaming with joy and delight. Too, they love to bounce up and down in their seats, clap their hands and generally show their approval as vociferously as is allowed. I believe the secret is in the word allowed, and also in the amount of control exercised by the theatre personnel. They will go as far as they believe you will permit them. They will behave themselves, aside from their natural exuberance, and act with as much propriety as any other large group of youngsters brought together for a rally, a dance or what have you.

Of course, you will always run into the exhibitionist who uses a fad, or a public show place for an excuse to misbehave, or make a spectacle of himself, — and these relative few are the ones who always give the bad name to what is enjoyment, entertainment and a healthy emotional release for so many.

R & B Sure Shots

The Cash Box R&B "Sure Shots" highlight records which reports from retail dealers and juke box operators throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"LET THE GOOD TIMES ROLL"
Shirley & Lee
The Cash Box Award o' the Week 6/30
Aladdin 3325

"FLYING SAUCER"
Buchanan & Goodman
The Cash Box Award o' the Week 7/28
Luniverse 101

An International Sensation! Top Position On All Charts.

"STRANDED IN THE JUNGLE"
by the immortal Original!
JAYHAWKS

FLASH RECORD CO.
623 E. Vernon Ave.
Los Angeles 11, Calif.
ADams 4-8445

No More Rigid Classifications



by SAUL BAHARI

When Modern Records was founded 12 years ago—and RPM several years later—our chief market at that time centered around the devotees of unadulterated Rhythm and Blues. Of course our only medium of exposure was via the few R & B disk jockey shows airing that type of music and quite naturally our sales were likewise limited to scattered groups of rock and rolling pioneers.

Today, however, the same has taken on drastic changes as anyone who listens to the radio can attest. Rock and Roll, Rhythm and Blues, or whatever you might feel disposed to call this gymnastic sharps and flats, is actually "pop." I believe any tune is "pop" so long as it is popular with the record-buying public. Records like "Stranded in the Jungle" which the Cadets cut for Modern, or Fats Domino's "I'm In Love Again" are being programmed on strictly pop shows. Disk jockeys' trade papers and retail stores are listing these tunes on their pop charts along with Eddie Fisher, Perry Como and Patti Page releases.

Unlike the olden days, there are no more rigid classifications. I suppose in that era an R & B-er or Hill-billy was just that, and couldn't be mistaken for a popular ballad nor could they, no matter how worthy, ever be aired on a pop DJ program. Since those classified days, record fans care very little about the tag you give the record as long as it's popular. And if it isn't, then it doesn't matter anyhow!

Take, as another example, the rise to international popularity of Tennessee Ernie Ford who for years was termed a strictly Western performer and was never, until quite recently, given his well-deserved opportunity to take his place among the all-time top names in show business. Elvis Presley is another hillbilly singer with a rock and roll interpretation breaking into all pop charts.

I maintain you don't need a label to tell bacon and eggs are a tasty combination. Serve them any fashion you desire. The same thing holds true with records. Sample the bacon and eggs—spin the record. It doesn't matter what you call it, so long as it is good.

The Flying Saucer Landed on Page 61

Rejuvenation

by GEORGE GOLDNER

New blood . . . New ideas . . . New trends . . . is what the record industry needs to meet changing consumer demands. By and large, consumer demands are guided somewhat by the selections that we choose, the type of promotions we undertake, and the faith we maintain in those efforts. At the moment, the demand is Rock and Roll music with a beat. The majority of the record manufacturers and the disk jockeys in the industry have recognized, and are still satisfying this demand. This is being done notwithstanding the perennial cry of "savage", "delinquent", and "cannibalistic" music which the perennial bluenoses of every age and era dwell upon. It happened with Jazz, the Charleston, Lindy, Black Bottom, Bop, etc., and it will happen again and again in the future. There are always some who would like time to stand still, which any infant knows is impossible.

Some of our leading disk jockeys recognize these demands, and they should get full credit for their constancy and defense of the current trends. The other day, one of the leading columnists in the country wrote that Rock and Roll music was "animalism at its rawest." Yet he, and others like him, do not take cognizance of the fact that Rock and Rollers of 1956, who are our best customers, also lavish praise for TV shows like "Omnibus" and "Youth Wants to Know" and other types of cultural entertainment.

We, of the Rama, Tico, and Gee Organization firmly believe in REJUVENATION and new trends. When Rock and Roll first came out, we went along too, and we were lucky enough to have our products show up on the charts pretty regularly. A few years ago, it was the Mambo, and we had some successes along that line too.

In my opinion, it is too simple to say that success or failure is dependent upon our economic stability or instability. The record industry, for example, is not unlike the automobile industry, which is constantly spending large sums on research, designs, etc., to create and *rejuvenate* a consumer desire to purchase their products, notwithstanding the economic situation. I believe that we are too far behind the other industries who are always seeking new ways to grasp the very elusive consumer dollar.

Without giving away any of our company secrets, it is our policies, first to seek out, find and develop new young artists. By the way, we have one of the youngest artists in the business in Frankie Lymon who is fourteen years old. Secondly, we are constantly tinkering with new methods of presentation, instrumentation, and arrangements to perk the listening ears to our products. Thirdly, our promotions are geared to satisfy the disk *jockeys*, and to have consumers buy our product, and fourth and last, but not least, new methods are sought of accounting and control of all these phases. In brief, we might say, new blood . . . new ideas . . . new trends . . .

If the record industry stays "young," as we and others do, we will have a wonderful future ahead of us.

Territorial Tips

The Cash Box "Territorial Tips" chart highlights Rhythm and Blues records showing regional action, which have not yet appeared in the national top 15.

(Listed Alphobeticolly)

* Indicotes first oppearance on Territoriol Tips

A-1 IN MY HEART
Spiders (Imperial 5393)
BE-BOP-A-LULA
Gene Vincent (Capitol 3450)
BILLY'S BLUES
Billy Stewart (Chess)
CAN'T STAND TO SEE YOU GO
Jimmy Reed (Vee-Jay 186)
CAN'T WE BE SWEETHEARTS
Cleftones (Gee 1016)
CONGO MAMBO
Guitar Gable (Excello 2082)
DON'T LET IT END THIS WAY
Elmore Morris (Peacock 1660)
DON'T SLAM THAT DOOR
Johnny Fuller (Imperial 5395)
EASY, EASY BABY
Ann Cole (Baton 224)
FLYING SAUCER
Buchonan & Goodman (Luniverse 101)
GOT YOU ON MY MIND
Varetta Dillard (Groove 0159)
HEADIN' HOME
Shirley Gunter (Modern 989)
HEAVEN ON EARTH
Platters (Mercury 70893)
*HONKY TONK
Bill Doggett (King 4950)
*HUM DE HUM
Gassers (Cash 1035)
I'LL REMEMBER (IN THE STILL OF THE NIGHT)
Satins (Herald 1005)
I LOVE YOU BABY
Jimmy Reed (Vee-Jay 203)
I'M BAD
*WHO DO YOU LOVE
Bo Diddley (Checker 842)
I'M TORE UP
Billy Gayles (Federal 12265)
I NEED SOMEONE
Amos Milburn (Aladdin 3320)
I REMEMBER
Suburbans (Boton 227)
I WANT YOU, I NEED YOU, I LOVE YOU
MY BABY LEFT ME
Elvis Presley (RCA Victor 20-6540)
*KNOCK ON WOOD
Willie Mabon (Chess 1627)
LET THE GOOD TIMES ROLL
Shirley & Lee (Aladdin 3325)
NOW THAT WE'RE TOGETHER
Larry Birdsong (Calvert 102)
*ONE KISS LED TO ANOTHER
Coasters (Atco 1673)
PLEADIN' FOR LOVE
Larry Birdsong (Excello 2076)
PLEASE DON'T DRIVE ME AWAY
Charles Brown (Aladdin 3316)
RUBY BABY
YOUR PROMISE TO BE MINE
Drifters (Atlantic 1089)
SHATTERED DREAMS
Youngsters (Empire 103)
TAIN'T WHATCHA SAY
Little Esther (Savoy 1193)
TELL ME WHY
Marie Knight (Wing 90069)
THAT'S ALL THERE IS TO THAT
Cole & Four Knights (Capitol 5396)
*TIME WILL TELL
Bobby Charles (Chess 1648)
TOLLIN' BELLS
IT'S YOUR FAULT BABY
Lowell Fulson (Checker 841)
UNTIL THE DAY I DIE
Teen Queens (RPM 465)
Tears (Dig 112)
WHAT WOULD I DO WITHOUT YOU
Ray Charles (Atlantic 1096)
WHEN MY DREAMBOAT COMES HOME
SO LONG
Fats Domino (Imperial 5396)
WHO CAN EXPLAIN
Teen Agers (Gee 1018)
WISHING WELL
Jerry Dawn (King 4932)
WOE IS ME
Cadillacs (Josie 798)
WONDERIN' AND GOIN'
Lightning Slim (Excello 2080)
YOUR TENDER LIPS
Clovers (Atlantic 1094)
*YOU ARE
Diablos (Fartune 519)
YOU'RE THE ONE
Jimmy McCracklin (Irma)
*YOU'VE GOT BAD INTENTIONS
*I CAN'T PUT YOU DOWN BABY
Bobby Blue Bland (Duke 153)

Attention—Independent Record Companies
Proven Performance!
Promotion - Distribution - Management - World-Wide Service
HARRY FOX—FOX ASSOCIATES
6000 SUNSET BLVD. LOS ANGELES, CALIF.
Phone: HOllywood 5-5504

Three New Hot Ones!
Plas "Last Call" Johnson's
great instrumental
"BLUE JEAN SHUFFLE"
116
Mari Jones
sings and swings on
"RIBA DABA DOO"
117
Ravon Darnell
"CHICKEN LITTLE"
119
A few territories open.
TAMPA RECORDS, INC.
2628 W. Pico Blvd. Los Angeles 6, California

BEST SELLERS!
"PLEASE LOVE A FOOL"
DON JULIAN and The Meadowlarks
394
"CRY SOME BABY"
RAY MILTON
398
DOOTONE RECORDS
9512 S. Central Ave., Los Angeles, Calif.

New Faces



NEW YORK—The cast of Leonard Sillman's Broadway Stage success, "New Faces of 1956", is shown above as it waxes one of the tunes from the score for the original cast recording released on RCA Victor. The bald gent in the foreground is T. C. Jones who has been creating a sensation with his impersonations of prominent female stars.

Annapolis R&R Show Causes Traffic Tie-Up

BALTIMORE, MD. — Annapolis city and Anne Arundel county police reported that the July 12 r & b show at the Amphitheater at Carrs Beach, southeast of Annapolis, played to a sellout crowd of 8,000, while they had the almost impossible job of handling an overflow of 50,000 to 70,000.

County police said that the turnout jammed approach roads for five miles on route 655 and blocked all entrances into the route. The Annapolis police said that it wasn't until 3:30 o'clock in the morning, approximately seven hours after the jam began that normalcy was restored.

Tow trucks, in their efforts to open up the highway, impounded 40 vehicles, which were towed to Annapolis garages where owners were required to pay a $5 fine for illegal parking and a $3 tow fee to redeem their autos.

The show, which is touring the country, included Carl Perkins, Al Hibbler, Frankie Lymon and the Teenagers, Cathy Carr, Chuck Berry, Shirley and Lee, Bobby Charles, Della Reese, The Cleftones, The Spaniels, and Illinois Jacquet. It was billed, according to Bill Cook, manager of Roy Hamilton, as "Bill Cook's 12th Anniversary Celebration". Jockeys from the area who paid tribute to Cook on the occasion included Hoppy Adams (WANN-Annapolis); Hot Rod (WITH-Baltimore); Chuck Richard (WBAL-Baltimore); Tex Gotherns (WOOK-Washington); John Bandy (WUST-Washington); and Buddy Young (WEBB-Baltimore).

Cook reports that efforts are being made to repeat the affair in Memorial or Griffith Stadium so as to accommodate the vast throngs who were disappointed.

The turnaway is estimated to be double that of the entire Annapolis population and is reported to have come from four neighboring states.

THE FLYING SAUCER LANDED ON PAGE 61

OPS—DEALERS . . . ATTENTION
GREAT JAZZ SINGLES ON 45 RPM

45x1626 The Message/Nothing But The Soul
ART BLAKEY, drums improvisations
45x1630 The Preacher/Doodling
45x1631 Room 608/Creepin' In
HORACE SILVER & THE JAZZ MESSENGERS
45x1632 Pennies From Heaven/Groovin'
JAY JAY JOHNSON
45x1633 Well You Needn't/Donna
MILES DAVIS
45x1635 High And Mighty/You Get 'Cha
45x1636 Midnight Sun/The Preacher
45x1637 Tenderly/Joy
45x1641 The Champ (Part 1-2)
45x1642 Bubbis/Bayou
JIMMY SMITH AT THE ORGAN
45x1638 Round About Midnight/Connections
BABS GONZALES WITH JIMMY SMITH TRIO
45x1639 Mil Dew/Chicago Calling
45x1640 Nice And Easy/The Boy Next Door
JOHNNY GRIFFIN—NEW TENOR STAR FROM CHICAGO

blue note records
767 LEXINGTON AVE. • NEW YORK 21

How've You Been?



NEW YORK—British songster David Whitfield (right) while in New York, dropped in to chat with America's Johnnie Ray during the latter's recent appearance at the Latin Quarter in this city.

Spiritual Music In Pop And R&B Record

by CHARLES MERENSTEIN & HY SEIGEL

In the past few years we have noticed more and more the tendency to get a spiritual feeling into both Pop and R & B records, either through the lyrics, through the use of spiritually inspired musical backgrounds or by spiritual expression in the vocal arrangement.

There have been many outstanding examples of this infiltration. We will just try to give a few that stand out.

Perhaps the first to capture this feeling were the 5 Royales on the Apollo label and the most outstanding example was their record of "Help Me Somebody." Then Faye Adams lifted a theme from the church and gave it a jump background in her Herald recording of "Shake a Hand." In the Pop field there have been too many to mention. However, one of the best examples was Roy Hamilton's spiritually inspired interpretation of "You'll Never Walk Alone" on Epic records; and most recently "Walk Hand In Hand" by Andy Williams on the Coral label has broken into the Top Ten. The Ray Charles recordings on Atlantic records come closest to capturing the true Gospel feeling; first with his "I Know A Woman" and then his latest, "Hallelujah I Love Her So."

All of this is leading up to an observation on our part. We who have been the leaders in the production of Spiritual and Gospel records have been puzzled for the past several years by the failure of sales of this type of record to keep pace with the tremendous expansion of markets for practically all other types of music. Perhaps the buyer of Spiritual and Gospel records has been won over to other types of music by the infiltration of the Spiritual and Gospel feeling into the other music. This type of buyer, generally, will not tolerate mixing of the two, i.e., they do condone the practice of Spiritua Gospel singers performing in a t tre or a club, or singing any c type of song than a Spiritual or pel song. Perhaps they feel that infiltration is a sign that peopl general, are getting closer to church and in order to encourage trend are also buying this typ record. As a result they do not as much to spend for Spiritual Gospel records.

This does not mean that the no future for Spiritual and G records. In this business, a big record changes everything and field has not had a big hit for se years. With a little more imagin and ingenuity in the arrangeme material, Spiritual and Gospel r sales can go on to new heights.

Congratulations
on your
14th ANNIVERSARY
"You're The Greatest"
ALL-STATE
RECORD DISTRIBUTING CO.
2033 SO. MICHIGAN AVENUE
CHICAGO 16, ILLINOIS
(Phone: CAlumet 5-0924)

If you are reading someone else's copy of The Cash Box why not mail this coupo today!

THE CASH BOX
26 WEST 47th STREET
NEW YORK 36, N. Y.

Enclosed find my check for $15 for a Full
(52 Weeks) Subscription.

NAME .....
FIRM .....
ADDRESS .....
CITY ..... ZONE... STATE..

COUNTRY WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"SATISFIED MIND" — STARRITE MUSIC



PORTER WAGONER
★
RCA VICTOR



RED & BETTY FOLEY
★
DECCA



JEAN SHEPARD
★
CAPITOL



MOST PROGRAMMED ALBUM



"ELVIS PRESLEY"
★
RCA VICTOR

MOST PROGRAMMED FEMALE VOCALIST



KITTY WELLS
★
DECCA

MOST PROGRAMMED MALE VOCALIST



WEBB PIERCE
★
DECCA

MOST PROGRAMMED VOCAL GROUP



LOUVIN BROTHERS
★
CAPITOL

MOST PROGRAMMED BAND



HANK THOMPSON
★
CAPITOL

SMALL INSTRUMENTAL GROUP



CHET ATKINS
★
RCA VICTOR

UP & COMING FEMALE VOCALIST



WANDA JACKSON
★
CAPITOL

UP & COMING VOCAL GROUP



JIM EDWARD, MAXINE & BONNIE BROWN
★
RCA VICTOR

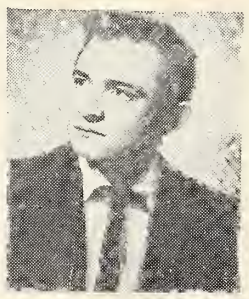
UP & COMING MALE VOCALIST



GEORGE JONES
★
STARDAY

(TIE)

JOHNNY CASH
★
SUN



UP & COMING BAND



BILL WIMBERLY
★
MERCURY

SMALL INSTRUMENTAL GROUP

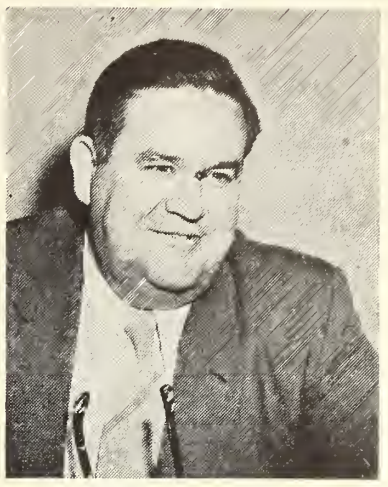
McCORMICK BROTHERS
★
HICKORY



Country Big 10
JUKE BOX TUNES

		Pos. Last Week
1	**I WANT YOU, I NEED YOU, I LOVE YOU** *Elvis Presley* *(RCA Victor 20-6540; 47-6540)*	1
2	**I WALK THE LINE** *Johnny Cash* *(Sun 241; 45-241)*	3
3	**CRAZY ARMS** *Ray Price* *(Columbia 21510; 4-21510)*	2
4	**HEARTBREAK HOTEL** *Elvis Presley* *(RCA Victor 20-6420; 47-6420)*	4
5	**SEARCHING** *Kitty Wells* *(Decca 29956; 9-29956)*	9
6	**BLUE SUEDE SHOES** *Carl Perkins* *(Sun 234; 45-234)*	5
7	**YOU ARE THE ONE** *Carl Smith* *(Columbia 21522; 4-21522)*	8
8	**YES, I KNOW WHY** *Webb Pierce* *(Decca 29805; 9-29805)*	7
9	**SWEET DREAMS** *Faron Young* *(Capitol 3443; F3443)*	—
10	**I TAKE THE CHANCE** *The Browns* *(RCA Victor 20-6480; 47-6480)*	—

All Steve Wants For Christmas Are More Singers Like Presley



by STEVE SHOLES

They're making much in the press and on radio and TV these days of the phenomenon called Elvis Presley. There's no middle ground when you talk about Elvis. Either you're for him with all your head, heart and soul (judging from his record sales there are millions who feel this way) or you're violently against him.

Let's take a look at what the critics have to say. Elvis, they contend, can't sing but excites emotional teen-agers by his gyrations. The critics are forgetting—or maybe they don't know any differently—that Elvis was a whopping success on records long before his mode of operation had been seen by millions on television. In Canada, where he has been only once on TV, the eight top selling RCA Victor records are all by Elvis. In Argentina, Chile, Cuba, Puerto Rico, England and Australia, where he's never appeared on TV or in person, his disks are moving faster than an elevator in the Empire State Building. All this is enough to further convince me that Elvis' basic appeal is in his voice—not his body movements.

Some people have attempted to compare Elvis to Johnnie Ray and other singers of earlier eras. As far as I'm concerned, there's no traceable influence on his style by any artist except "Big Boy" Crudup, the old rhythm and blues singer with a tremendous beat and rhythmic drive. Elvis also has a background in gospel and spiritual songs, which generally have a strong beat, intense excitement, plus highly individualistic interpretation.

Elvis hit the market at a time when the rock-and-roll trend was booming. There is a question as to whether he would have been a phenomenon at any other time. Right now that's beside the point. He's the hottest thing in records and that's good enough for me.

Elvis is a phenomenon in another way, too. Frankly, he's quite difficult to record. He's a willing worker but he can't get up a head of steam without gyrating. And everytime he moves around he gets off mike. There's also the problem of his guitar. He plays the guitar considerably harder than any other singer I've worked with. He bangs it so emphatically that it throws off the engineer's sound balance. That's why it sometimes takes several hours to get a single good take out of Elvis. But these are minor problems. They seem pretty insignificant when you consider his tremendous talents. Here are a few of them:

He's not only a rock-and-roll singer. He does an excellent job on ballads. Although he doesn't read music, he has a fantastically good ear and an uncanny ability for picking the right tunes. He chose "Heartbreak Hotel" and "Blue Suede Shoes" after hearing them once. He's also a completely cooperative artist. That always makes the A & R man's job a little easier.

I've got only one real complaint. I wish I had a half dozen more Elvis Presleys.

The Country Records Disk Jockeys Played Most

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1.	CRAZY ARMS	Roy Price (Columbia)
2.	I WALK THE LINE	Johnny Cash (Sun)
3.	SWEET DREAMS	Faron Young (Capitol)
4.	SEARCHING	Kitty Wells (Decca)
5.	I WANT YOU, I NEED YOU, I LOVE YOU	Elvis Presley (RCA Victor)
6.	I TAKE THE CHANCE	The Browns (RCA Victor)
7.	YOU ARE THE ONE	Carl Smith (Columbia)
8.	MY LIPS ARE SEALED	Jim Reeves (RCA Victor)
9.	ANY OLD TIME	Webb Pierce (Decca)
10.	I'M SO IN LOVE WITH YOU	Wilburn Bros. (Decca)

11) BE-BOP-A-LULA. 12) TWENTY FEET OF MUDDY WATER. 13) HOPING THAT YOU'RE HOPING. 14) YOU DONE ME WRONG. 15) YES, I KNOW WHY. 16) HONKY TONK MAN. 17) WALTZ OF THE ANGELS. 18) WE'LL FIND A WAY. 19) CONSCIENCE, I'M GUILTY. 20) YOU GOTTA BE MY BABY; BLACKBOARD OF MY HEART; YOU DON'T KNOW ME; UNCLE PEN; YOU AND ME; COME BACK TO ME; HEARTBREAK HOTEL; LITTLE ROSA; I'D RATHER STAY HOME; I'VE GOT FIVE DOLLARS; SO DOGGONE LONESOME.

Country Best Sellers
IN RETAIL OUTLETS

1. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley
   (RCA Victor 20-6540; 47-6540)
2. CRAZY ARMS
   Ray Price
   (Columbia 21510; 4-21510)
3. I WALK THE LINE
   Johnny Cash
   (Sun 241; 45-241)
4. SEARCHING
   Kitty Wells
   (Decca 29956; 9-29956)
5. I TAKE THE CHANCE
   The Browns
   (RCA Victor 20-6480; 47-6480)
6. BE-BOP-A-LULA
   Gene Vincent
   (Capitol 3450; F-3450)
7. SWEET DREAMS
   Faron Young (Capitol 3443; F3443)
8. HEARTBREAK HOTEL
   Elvis Presley
   (RCA Victor 20-6420; 47-6420)
9. YOU ARE THE ONE
   Carl Smith
   (Columbia 21522; 4-21522)
10. BLUE SUEDE SHOES
    Carl Perkins
    (Sun 234; 45-234)
11. YOU AND ME
12. ANY OLD TIME
13. YES, I KNOW WHY
14. MY LIPS ARE SEALED
15. YOU DONE WE WRONG; BLACKBOARD OF MY HEART; BOPPIN' THE BLUES; I'M SO IN LOVE WITH YOU; I'VE GOT FIVE DOLLARS; LITTLE ROSA; HOPING THAT YOU'RE HOPING; TWENTY FEET OF MUDDY WATER.

Windsor Into Pop Field

TEMPLE CITY, CAL. — Windsor Records, which has released records in the realm of square and folk dance recordings, is unlatching the gate to the field of popular music. The first release, titled "In My Lunch Box", was cleffed by Phil Boutelje (author of "China Boy", etc.). Stuart Wade handles the vocal and a composite group of top West Coast musicians dubbed The Notables does the music.

Distribution of the Windsor pop series will be through the firm's network of 27 distributors in the U.S. and Canada, plus other independent distributors to be added as required. H. T. (Doc) Alumbaugh, is president of Windsor Records.

THE JORDANAIRES
"FIGHTING FOR THE LORD"
CAPITOL — 3492
CENTRAL SONGS, INC.
6308 SUNSET BOULEVARD HOLLYWOOD 28 CALIF.
HOLLYWOOD 1-9347

Country Round Up

Kyle "Pappy" Lambert is happily back at the mike again spinnin' country music after an absence of several years, during which time he followed the engineering side of TV and radio. Pappy made his fresh debut over KWEN-Memphis, a few months ago, replacing "Texas Bill Strength," who moved to Minneapolis and **Uncle Richard Stuart** who entered the promotion business. Pappy is doing three and three-quarters hours of country music daily Monday thru Saturday on his program "Family Station Frolics" he also made an appearance as "Mr. D. J. U.S.A." at WSM June 22nd interviewing **Mae B. Axton**, Co-Composer of "Heartbreak Hotel." He would like his many friends in the country music field to know his new connections, to let them know the program is always open for interviews and promotion, and he would be happy to receive their new releases.



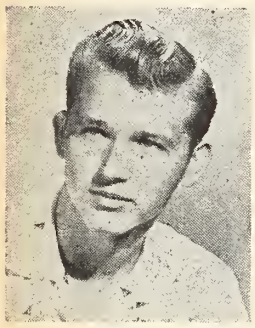
KYLE "PAPPY" LAMBERT

* * * * *

Speaking of **Mae B. Axton**, that was quite an article written about her in the July 14th issue of the Nashville Banner. First in what probably will be a long series of human interest stories from "behind the scenes" at the Grand Ole Opry by **Ben A. Green**, it was a page one story telling of Mae's fabulous "Heartbreak Hotel" success. It revealed how Mae teamed up with **Tommy Durden**, steel guitar player-vocalist from WMBR-TV, Jacksonville, Fla. to write the tune in 22 minutes flat. After penning the song, which was inspired by a suicide note that Tommy read about in a newspaper, the story goes on to tell how they were turned down by a well known publisher, accepted sight unseen by **Jack Stapp**, who is a very busy man as program manager at WSM and co-owner of Tree Publishing Co., and then offered to **Elvis Presley** who received a third interest. It was Presley's first release for RCA and the rest is history!!!

* * * * *

Ozark Jubilee's Billy Walker is all smiles over his new Columbia release of "I'll Never Stand In Your Way" and "I've Got Leaving On My Mind". Both sides are beginning to move and a nicer boy couldn't be more deserving. **Marvin Rainwater**, is rapidly becoming the fans' favorite on personal appearances. All this boy needs now is a good record and he could very easily become one of the top names in the business. **Wanda Jackson** is off for a tour of Alaska. Father Tom is accompanying her, and incidentally is one of the main reasons for her success in the business. **Bobby Lord** has completely recovered from his recent surgery and has just cut four new sides for Columbia.



FLOYD CRAMER

B. L. Hawkes, writes that Event Records, the new C & W label, has signed 5 new C & W artists. They are **Hal "Lone Pine" & Betty Coddy**, formerly with RCA, Victor, also, **Sunny Breau**, 14-year-old guitar wizard, **Harold Carter**, trick fiddler and **Dick Curliss**, vocalist.

The new Pine release titled "Down By The Railroad Tracks" backed by "Prince Edward Island Is Heaven To Me" is already out. DJ's that want to get on mailing list write B. L. Hawkes, Promotion Dept., Event Records, 10 Hardy Road, Westbrook, Maine. **Charlie Bailey's** release "Darlin' Nellie" and "Memory of Your Smile" is still available to Jocks.

Arnold Parker, young country and western singer from Cuero, Texas, who has been recording on the Sarg Label for the past two years recently cut his first record for the Starday Record Co. The first two songs to be released are "People Laugh at a Fool" written by Parker and "Find a New Woman" written by **Jack Hill**, one of the lead guitar players in Parker's band, **The Southernairs**. The Southernairs consist of **Curly Williams**—Rhythm Guitar, **Benny Lange**—Drums, **Henry Bennetson**—Fiddle, **Homer Bade**—Steel Guitar, **Jim Fogle**—Bass, **Kenneth Williams** and **Jack Hill**—Lead Guitars.

Cowboy Howard Vokes tells us that **Denver Duke & Jeffery Null** were at **Hillbilly Heaven** Park Route 422 at Chagrin Falls, Ohio on July the 4th, and will be at the Nut House Club on July 24th in Cleveland, Ohio. Denver & Jeffery are doing mighty well with their new Blue Hen recording entitled, "Heart Made Out Of Roses" and "When The Snow Came". Also their first record, "Hank Williams That Alabama Boy" is still kicking up plenty of noise, and looks as if it's gonna stay around for quite a spell. Orders are still coming in for "Hank Williams That Alabama Boy" and have been received from as far away as Dublin, Ireland. Those disk jockeys or persons who would like the Williams' record and their latest may write to Blue Hen Records, 4 Center Street, Harrington, Delaware. And those wanting to write Denver & Jeffrey may write them at 3131 South Lombard, Cicero 50, Illinois. The boys recently visited with **Frank Rossiter** over WKAN-Kankakee, Illinois, and **Bill Hayden** over WJOB-Hammond, Indiana.



JIMMIE MERRITT

Verona Lake Ranch in Verona, Ky. is drawing good crowds despite rainy weather at almost every performance. Stars to date this year have included **Webb Pierce, Kenny Roberts, Ernest Tubb, Jimmy Dickens, Don Reno** and **Red Smiley**, etc. The park is now owned and operated by **Thurston Moore**; Smokey Warren, former partner with Moore, has sold his interests due to increased activities and commitments in the East. All artists interested in playing Verona Lake Ranch should write Thurston at Verona, Ky. The 100 acre park with its amusement rides, games and beautiful picnic area will have Saturday nite dancing, in the near future, as well as outdoor roller skating.

Hank Snow won't be seen around much this next month. Hank is taking a well deserved vacation and is going to do nothing but get plenty of fresh air and sunshine.

Herb L. Shucher, personal manager for **Jim Reeves**, writes that Jim trekked down to Florida, July 9th, to begin an 11 day tour for **T. B. Skarning**. Stopovers included Daytona Beach, Orlando, Lakeland, Miami and Tampa. On the package were **Hawkshaw Hawkins, Jean Shepard**, KEVE-Minneapolis deejay **Johnny T. Talley** and others. Reeves is presently working a tour of park dates and one-nighters through Pennsylvania, New York, Maryland, Mass., and Rhode Island. Featured on the new show is **Red Hayes** (Capitol) and **Floyd Cramer** (MGM) and **Tommy Hill** (Hickory).



JUDY LYNN

Jimmie Merritt, Arkansas' latest tribute to Country music, along with his personal manager **Eddie Scott** are preparing for a well deserved tour into Canada where Jimmie's latest CASH disk "Sharecropper" has brought him fame.

The **Lonzo** and **Oscar** Grand Ole Opry show featuring **Judy Lynn**, America's Champion Girl Yodler; the **Wilburn Bros., Pat Kelly**, rhythm and blues singer, **Sugar Foot Collins** and **Ida Red**, and all the **Winston County Peapickers**, have returned to Nashville from another of their highly successful tours—playing Fairs throughout Indiana, Illinois and Kentucky. Their manager, **John Kelly**, reports a grandstand "sell-out" for all their performances.

The unit was pulled back into Nashville for commitments of **Judy Lynn** and **Lonzo and Oscar**; Judy being scheduled for the Gold Medal portion of the Grand Ole Opry's show to be broadcast over a national TV hookup on Friday night, and Lonzo and Oscar for the Carters' Champion Chicks part of that show. They were also scheduled to appear at Dunbar Cave Sunday, July 15th.

With Polka music and dancing on the rise in the mid-west area the WLS-Chicago, Ill., National Barn Dance is promoting a big polka contest to decide the champion Polka dancers in that area. The contest started June 23rd and runs until December 15th. There'll be weekly $50.00 prizes and the finalists will receive $750.00 and the runners-up $200.00. Full particulars can be had by writing to Polka Contest, WLS, Chicago 7, Ill.

Former dee-jay **Kenny Wilder** has recently taken over the booking chores for **Curly Sanders**, deejay and country artist with station WBRT-Bardstown, Ky. Curly is currently featured on the Renfro Valley Barn Dance each Saturday night.



BELEW TWINS

Johnny Dolan notes that the air cooling system is doing wonders at Dallas' 'Big D Jamboree' Sportatorium. It's not only helping attendance but also making the show run much better in every way. Dolan sez that **Warren Smith** turned in another fine job as guest star, Sat., July 7th, as did **Sid King** and the **Five Strings** and **Jerry Reed** on the 14th. **Charline Arthur** was expected back from Alaska for the 21st show and the scheduled guest star was **Leon Payne**. The Strings return for a 28th guest shot.

The **Belew Twins** celebrated their 16th birthday on stage last Saturday. The crowd choroused them with "Happy Birthday" and the two young men really blushed. They have been on the show now for about four years. And they still steal the show every time.

WCMS deejay "**Sheriff**" **Tex Davis** reports that Capitol's **Gene Vincent** and his Blue Caps of "Be-Bop-A-Lula" fame have been barnstorming radio stations along the Atlantic seaboard during July, visiting record spinners in Philly, New York, Jacksonville and Atlanta.

Gene has just signed with General Artists Corporation in New York, and his first big shot will be on the Coast-to-Coast NBC Web Teevee **Perry Como** show, July 28th. The appearance is scheduled for 8 p.m. (EDT).

Tex also discloses he had RCA Victor's **Janis Martin** as a special guest on his "record roundup" July 12th, while she was in town for a special appearance on the Aircraft Carrier "USS Valley Forge" in Portsmouth. Janis was selected the "Rock-and-Roll Sweetheart" for the carrier and appointed an honorary crewmember.



MARTHA CARSON

Ted "Teddy Bear" Crutchfield, WQIK-Jacksonville, Fla., reporting from the 'Sunshine state', sez that on the 7th and 8th of July Vincent came down to Jax to spend a few days and they had barrels of fun with him and his hot drummer man, **Dickie Harold**. The entire WQIK staff enjoyed playing host to Gene as he tried his hand as a DJ on Teddy's Sunday afternoon show. Ted's other recent guests included **Johnny Cash, Roy Acuff, Kitty Wells, Johnnie & Jack, Hawkshaw Hawkins, Jim Reeves** and **Jean Shepard**.

Buck and Sunny, proprietors of the Rouge Valley Ballroom, Medford, Oregon, drop a few lines to let us know that C&W music is still going strong in their part of the country. **Ferlin Huskey**, along with the **Melody Wranglers**, played to full houses throughout the state, in the latter part of May and early in June, finishing up at the ballroom, home of Buck and Sunny's big Western Jamboree, where the Wranglers hold forth every Sat. nite. **Cowboy Copas** appeared there June 16th, **Hank Thompson** on July 3rd, **Pee Wee King** on the 17th and **Tex Williams** will be there Aug. 11th. . . . Copas and Huskey, incidentally, on July 20th, opened a 45 day tour of fairs, celebrations, rodeos and theatres for **T. B. Skarning** and **A. V. Bamford**.

Huskey is currently the recipient of much attention, record-wise, as a result of his current release "Aladdin's Lamp" and "That Big Old Moon". **Simon Crum**, his alter ego, is catching attention in all fields with his current rock 'n roller, "Muki Ruki" and "Bob Be Bop".

Gabe Tucker, personal manager of **Ernest Tubb** and **Justin Tubb**, reported

(Continued on page 93)

Country Round Up

(Continued from page 92)

this week that he has just set Justin for the **Minnie Pearl** road show starting in August. Tucker also reported that starting in September and during October Justin will be working a package show with **Hap Pebbles.**

* * * * *

Dotty Sills is now singing as a solo on the Ozark Jubilee as well as working with the **Carlisles.** It's also reported that Dotty is expected to sign a recording contract in the near future with one of the major companies.

* * * * *

Johnnie & Jack (RCA Victor) took off big with the disk jockeys last week with their recording of "Love, Love, Love" and "I Loved You Better Than You Knew".

* * * * *


ERNEST TUBB

Martha Carson and husband **X. Cosse** are the happy parents of a baby boy . . . born at Nashville's Baptist Hospital last Thursday evening. Congratulations!

* * * * *

Red Smith, who holds forth with the C&W shows over WBOK, New Orleans, La. reports that the **Bobby Helms** recording of "I Don't Owe You Nothing" has taken hold big in the area and is fast reaching the top sales volume for country wax in that area. Smith also reports that ABC-Paramount waxing of "Three Hearts Later" and "Pretty Bad Blues" by **Ronnie Self** is getting good action.

* * * * *

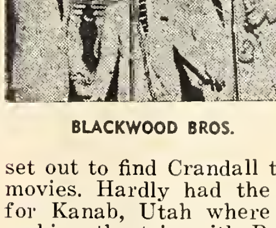
Country Music fans defied the rain, Mon., July 9th to stay for the finale of the 4th Annual Country Music Amateur Contest held in the News-Sentinel Outdoor Theatre in Franke Park, Ft. Wayne, Ind. The huge, standing room only, crowd thoroughly enjoyed producer **Charles "Smoky" Montgomery**'s eagerly awaited night of country music. The winners, which included 14-year-old **Sue Hensley,** 10-year-old **Clara Stoffer,** 15-year-old **Sherman Smith** and **Ellen Davis** and **Billy E. Nix,** in the adult division, left for Nashville to visit and appear on the Opry show. . . . **Tom Edwards,** WERE-Cleveland, notes that the Circle Theatre opened again on July 21st after being shuttered for the first part of the summer and Hillbilly Heaven is opening, after closing for one week, in memorium to **Danny Ford,** who was killed 3 weeks ago in an auto accident. . . . **Pat Boone** (Dot) will appear at the Kent & Sussex Co. Fair in Harrington, Del., on Fri., July 27th. . . . **Joe Basile** and his Madison Square Garden Band will furnish the Music the whole week of the fair July 23 to 28. Joe has played most every fair since it started thirty-two years ago and has played several songs written by Sam Short, Blue Hen prexy.


LONNIE BARRON

Sam reports good reception along the Eastern shore to **Mel Price** and his **Santa Fe Rangers'** "Bill Bailey" and "Pleading" and to **Lanie Walker**'s "Side Track Daddy" and "A Dream Of Bygone Days".

Lonnie Barron, WDOG-Marine City, Mich. deejay pens that he's real happy about his Sage & Sand waxing of "Don't Doubt My Love" moving into the #2 spot in Detroit and that he wants to thank the deejays for spinning the disk. He'll gladly send the record to any DJ who doesn't have a copy, if they'll just write to him at the station.

Verne Lotz Sheppard, who has been with KOTA-Rapid City, S.D. on radio and TV as country music man for over six years, in addition to handling Grand Ole Opry and other country promotions for the area, is now spinning 'em on KEVE-Minneapolis, the 'twin cities' and Minnesota's only all-country and western music station. **"Texas" Bill Strength,** (Capitol) and **Johnny T. Talley,** newly signed with Mercury are also spinning them country style daily as is **Vern Weegman,** former platter spinner from New Ulm, Minnesota. . . . In the latter part of August **Martha Carson** will depart for New York for an RCA-Victor record session. . . . **Bill Hight,** public relations rep for RCA-Victor's **Martha Lynn,** informs us that he and Martha left Nashville on July 13th for a tour of New Mexico. After returning from a July 8th to 20th vacation, Victor's gospel quartet, the **Blackwood Bros.,** headed into a July-August schedule of solid bookings, starting with Atlanta, Ga., on July 21st and working their way through Ky., Tenn., Texas, Fla., La., Miss., Ark., Okla., N.C., and Ala. . . . **D'Arcy Scott,** CKKL-Calgary, Alberta deejay emceed the big Western Jamboree Show that appeared at the Calgary Stampede Corral July 11th thru the 14th. Headlining the show were **Hank Thompson** and his **Brazos Valley Boys, Ferlin Huskey** and his **Hushpuppies** Band, **Simon Crum, Grandpa Jones, Porter Wagoner** and his **Wagon-Masters** Trio and Canada's **Myrna Lorrie, Guido D'Amico** and the **Saddle Pals** Band.


BLACKWOOD BROS.

* * * * *

Little did **Eddie Crandall,** Manager for **Marty Robbins,** "Mr. Teardrop", realize he was signing himself to a movie contract when he signed Marty Robbins last April. **Al Gannaway** of Gannaway Productions, Hollywood Movie Ace visited the "Grand Ole Opry" and liked what he saw in the actions of one Mr. Marty Robbins, and immediately set out to find Crandall to get Marty's name on a seven year contract for the movies. Hardly had the ink dried on the contract when Marty was headed for Kanab, Utah where the first two features were to be filmed. Crandall making the trip with Robbins was approached on the set with wig, costume and make-up-man, following Al Gannaway's signing him to appear in a character part, in the "Badge of Marshall Brennan", and the other feature "The Gun And The Gavel".

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 26 West 47th Street, New York 36, N. Y.

Let's Pull Together



by WESLEY ROSE

I am flattered to again have the opportunity to think out loud and frankly welcome this chance to put on paper my personal thoughts.

There have been a good many articles written regarding the bad state of affairs country music has supposedly fallen into. Also many folks have tried many times in trade papers to pass off many of the rock and roll faults to country music. In my humble opinion these statements are false and in some cases may be wishful thinking.

Let's stop and think of the growth of country music in the last ten years. Most of us can recall when we knew each and every artist, record company executives, and music publishers personally, but today it has practically become an impossibility to keep up with the many new changes. Speaking plainly, I think we might say country music has a severe case of growing pains and as soon as the many trials weed out those folks who honestly don't have their heart in it but entered it purely for glory or monetary purposes, country music will emerge much bigger and stronger than anyone visualized. Good clean competition is the life blood of any industry and we welcome any persons or firms into country music that are willing to put that extra effort in it that only comes from doing something they like and are proud to be part of.

Recently, I have been conducting a poll among the country D.J.'s regarding rock and roll records being played on country programs. This poll was never intended to start a controversy among the folks but the many letters received from the disk jockeys show that 5% feel some rock and roll records are country and they are justified in spinning them on their shows. About 20% feel rock and roll is a music in its own category and in no uncertain terms do they justify not spinning these records. This of course leaves a balance of 75% that honestly feel it is not country but admit they mix their programs due to many requests and to broaden their listening audience. We must respect each others' judgment, thus the 25% have positive thoughts and are spinning what they honestly feel are country programs for their audience. As for the 75%, they must find an answer to the following questions — Can they hold their country listeners while attempting to build a rock and roll audience? Will the products they sponsor sell to the rock and roll listeners? My humble opinion which I believe I'm also entitled to is that rock and roll and country are separate segments of the music field and not related in any way other than some country artists having recorded rock and roll material. I may be wrong but I still feel that the country listeners tune in country programs to hear country music.

Let's each and every one of us keep a positive thought in mind towards doing our part in building country music as a whole and not for individual profit. There aren't any big or little folks. We can each equally carry our load and pull together as we really are not in competition with each other but are all members of the same team.

TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT

"STAND STILL"

IS NOT STANDING STILL—IT'S HEADIN' FOR A HIT!

BY

CHARLIE WALKER

DECCA # 29908

IF IT'S A TNT SONG IT HAS TO BE DYNAMITE

T.N.T. MUSIC — 1422 W. POPLAR ST. — SAN ANTONIO, TEXAS

TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT-BMI-TNT

Country Reviews

A BULLSEYE — VERY GOOD — C FAIR
B+ EXCELLENT — C+ GOOD — D MEDIOCRE

DAVE RICH
(RCA Victor 20-6595; 47-6595)

B+ "AIN'T IT FINE" (2:16) [Tannen BMI—D. Rich, B. Bryant] Dave Rich has everything that is necessary to become one of the leading vocalists in the country field and his refreshingly different rendition of this inviting, up tempo romantic ditty should go a long way in helping him reach the top.

B+ "YOU PRETTY BLUE EYES" (2:20) [Tree BMI—D. Rich] The chanter's infectious performance on this very pretty, slow paced lover's tale puts this in the 'must programming' class. Two winning efforts.

JUNE CARTER
(Columbia 21535; 4-21535)

B+ "STRANGE WOMAN" (2:15) [Cedarwood BMI—J. Carter] June Carter makes her bid for the proverbial 'big one' as she comes up with a first quality, multiple track reading of a lilting, up tempo romantic weeper. Deck has the fullest potential to bust wide open. Watch it.

B+ "HONEY, LOOK WHAT YOU'VE DONE" (2:12) [Cedarwood BMI—J. Carter] Under portion is another, multiple-voiced, self-penned lilter that the thrush puts across with utmost sincerity. Heart rending lyrics on a money-making coupler.

CHARLIE CARSON
(MGM 12289; 45-12289)

B "I LIVED FOR AWHILE" (2:23) [Acuff-Rose BMI — Jones] In heart rending fashion Charlie Carson tells how nice things were during the short time his gal loved him and altho she left he'll always love her. It's a moderate paced ballad that's sure to bring out the crying towel as well as the coin.

B "YOU'D TURTLE DOVE" (2:21) [Acuff-Rose BMI—Turner] The chanter is miserable 'cause she keeps turning him down but he keeps trying on this feelingful, slightly up tempo affair.

JOHNNY "T" TALLEY
(Mercury 7090; 7090X45)

B+ "WILD MIND" (1:57) [Hank Snow BMI—Peddy-Tillis] There's a good chance that KEVE-Minneapolis deejay Johnny T. Talley will have to include his own record in his programming of the nation's top hits. And the reason is that the artist has come up with a bright vocal performance on a deck that could catch and spread fast. It's a quick paced, change of heart-type opus that Talley drives out in zestful fashion.

B+ "LONESOME TRAIN" (2:09) [Murray Nash BMI—Belyeu] On this half the mellow-toned Talley intriguingly waxes a rhythmic, up tempo blues item. Top notch intro decks.

JAMES GALLAGHER
(Decca 29984; 9-29984)

B "JUST FOR YOU" (2:25) [Champion BMI—D. Hales] The distinctive vocal stylings of James Gallagher make for pleasant listening as the songster debuts on the label with an appealing, up tempo romantic charmer. It's a lovely tune dedicated to his gal because of the bliss she's brought him.

B "CRAZY CHICKEN" (2:30) [Champion BMI — J. Gallagher] On the under slicing Gallagher neatly socks out a dandy, quick beat rhythm novelty, tailor-made for the teen-age hoofers. Potent two-sider.

THE CASH BOX BULLSEYE

"HOUND DOG" (2:15)
[Presley & Lion BMI—J. Lieber, M. Stoller]

"DON'T BE CRUEL" (2:03)
[Shalimar & Presley BMI—O. Blackwell]

ELVIS PRESLEY
(RCA Victor 20-6604; 47-6604)

● Elvis Presley, who is currently rockin' and rollin' over all the charts, pop, r & b and countrywise, with his tremendous waxings of "Heartbreak Hotel" and "I Want You, I Need You, I Love You", comes up with more 'fuel' to keep the 'Presley sales express' in high speed. The chanter really lets loose as he belts from the heels on a house-rockin', handclappin' revival of "Hound Dog", the number one r&b tune of 1953. And it could very well become the '56 topper in the rock 'n roll category. Equally outstanding is the flip, "Don't Be Cruel", a sensuous, rhythmic, blues-jumper that the 'music biz' phenom, along with a solid choral group, sells with great feeling. Need we say more?

"LOVE, LOVE, LOVE" (1:55)
[Progressive BMI—David, McRae, Wyche]

"I LOVED YOU BETTER THAN YOU KNEW" (2:16) [P.D]

JOHNNIE & JACK
(RCA Victor 20-6594; 47-6594)

● The Johnnie and Jack duo has found great success in the past with its covers of pop and r & b tunes. Such songs as "I Get So Lonely" and "Goodnight Sweetheart, Goodnight" speak for themselves. Now the boys hop on the current pop-r&b chart-rider, "Love, Love, Love" (not to be confused with the recent Webb Pierce click) and do it up in first class country style. The boys receive a wonderful assist from Ruby Wells on this quick paced cutie and it looks as tho they're gonna have another hot item going for them. The other half, "I Loved You Better Than You Knew", is a tear-compelling, lover's ballad that the trio portrays with telling effect. It's an excellent coupler that should give the upper end a race for top honors.

"I'M A ONE-WOMAN MAN" (1:57) [Cedarwood BMI—Horton, Franks]

"I DON'T LIKE I DID" (2:06)
[Golden West BMI—C. King]

JOHNNY HORTON
(Columbia 21538; 4-21538)

● Johnny Horton, whose name is currently well displayed across the boards with his hit waxing of "Honky Tonk Man" continues in his winning ways with a potent pair of new tunes, either of which could step out and follow suit. And they're two intriguing, up tempo, rhythm ditties that Horton wraps up in most attractive fashion. On one side he tries to convince his gal that he really loves her as he tells her "I'm A One-Woman Man". However, the feeling is almost gone on the flip as he sez "I Don't Like I Did". Both ends have the goods. Watch 'em. They're gonna do big things for Horton.

"I GOTTA KNOW" (2:29)
[Acuff-Rose BMI—T. Blackman]

"HALF AS GOOD A GIRL" (3:06)
[Central BMI—J. Rhodes]

WANDA JACKSON
(Capitol 3485; F3485)

● Wanda Jackson, who copped top honors as the 'most promising up and coming female vocalist' in the recent Cash Box poll conducted among the nation's country deejays, debuts on the Capitol label with a pair of tunes that loom as strong chart contenders. On one side the thrush alternates with a waltz tempo and a rock and roll beat as she excitingly renders a contagious romantic novelty labeled "I Gotta Know". It's an infectious ditty that could go all the way. On the other half the songstress sings with tender emotion as she tearfully projects a lilting, middle beat lover's lament titled "Half As Good A Girl". Powerful coupler for maximum sales results.

RAY STERLING
(Delta 1502; 45-1502)

C+ "MEMORIES" Nash BMI—Wortham [Ray sterling puts a great deal of feeling into his delivery of this heartfelt, moderate paced lover's lament. The chanter tearfully recalls the happier days that were spent with his sweetheart.

C+ "I KNOW I'M DREAMING" [Nickle BMI—Burton & Tassen] Sterling tells the listener that he's 'leading a wonderful life but it's only make believe' on this middle beat romantic piece.

MICKIE EVANS
(Arcade 141; 45-141)

C+ "L-O-V-E" (2:45) [Valley Brook ASCAP—A. Keefer, R. Keefer] WHOO-Orlando, Fla., femme deejay, Mickie Evans debuts on the label as she softly spells out the meaning of love on a tender, slow paced ballad. Pretty wedding of melody and lyrics.

C+ "CRAZY IN LOVE" (2:10) [Arcade ASCAP—M. Evans] On the lower portion the chirp stays with the romantic theme as she pleasantly spins a catchy, up tempo ditty.

DICKIE McBRIDE
(Daffan 105; 45-105)

C+ "OUR DAILY BREAD" [Hill & Range BMI—Daffan, Shoss, Mullan, Richards] The warm vocal stylings of Dickie McBride come over in soft, sincere fashion as he persuasively renders this slow paced, religious-flavored item.

C+ "SILENT PARTNER" [Hill & Range BMI—Daffan, Shoss, Melka] On the lower portion McBride sends up another feelingful vocal effort as he waxes a moderate paced prayer for comfort and guidance. Subdued strings support the artist on both ends.

LEON PAYNE
(Starday 250; 45-250)

B+ "ALL THE TIME" (2:30) [Starrite BMI—Patterson] An excellent piece of material combined with a standout vocal job gives Leon Payne a solid contender for the charts. It's a light and most appealing, quick beat love item that could step way out.

B+ "ONE MORE CHANCE" (2:30) [Starrite BMI—Patterson] This end Payne sings right from the heart as he spins a beautiful, slow paced romantic pleader. Great double-decker for ops and dealers.

ROY DRUSKEY
(Columbia 21537; 4-21537)

B "I'LL MAKE AMENDS" (2:29) [Lowery BMI — B. Moore] Roy Druskey tells us that 'he's done her wrong and he's sorry' on this tearful, middle beat lover's tale. It's an emotion-packed platter that the warbler performs in penetrating fashion.

B "THREE BLIND MICE" (2:04) [Lowery BMI—Arr: Druskey] On the bottom side Druskey colorfully spins the popular nursery rhyme set to a rock 'n roll beat. Good pairing for the jukes.

JACKSON TOOMBS
(Excello 2083; 45-2083)

B+ "KISS-A ME QUICK" (2:17) [Excellorec BMI—J. Toombs] Jackson Toombs dishes up one in the country-rock and roll field and it's a quick beat jump ditty well done. Toombs works smoothly, and the deck comes off with a great beat and good interpretation. Like it.

B "YOU'RE JUST WHAT IT TAKES" (2:34) [Excellorec BMI—J. Toombs] On the under deck Toombs sends up a tasteful reading as he etches a pretty, middle beat romantic pleaser in attractive fashion.

TOM TALL-RUCKUS TYLER
(Fabor 139; 45-139)

B+ "DON'T YOU KNOW" (2:24) [Dandelion BMI—T. Tall, R. Tyler] Tom Tall and Ruckus Tyler come through with a sparkling performance as they team up on one of the most delightful platters we've heard in quite awhile. It's a fast paced novelty with happy-go-lucky lyrics set to a familiar melody. Terrific platter that could bust through and climb all the way.

B+ "IF YOU KNOW WHAT I KNOW" (2:21) [Dandelion BMI—L. Coleman] On this end the boys display some more of their fetching harmony as they wax a quick beat, Latin-flavored, romantic weeper. Excellent support on both ends supplied by Fabor Robinson's string band.

Country Disk Jockey
REGIONAL RECORD REPORTS

BIG JIM HESS
WIVK—Knoxville, Tenn.
1. Crazy Arms (Ray Price)
2. Sweet Dreams (Don Gibson)
3. My Lips Are Sealed (Reeves)
4. I Walk The Line (J. Cash)
5. Highway To Nowhere (Jim Reeves)
6. I'd Rather Stay Home (Wells)
7. Whippoorwill (B. Martin)
8. One More Year To Go (Janis Martin)
9. You Are The One (C. Smith)
10. Times Runnin' Out On Me (Buddy Thompson)

PAUL SIMPKINS
WBAM—Montgomery, Ala.
1. My Lips Are Sealed (Reeves)
2. Until I Met You (F. Young)
3. Come Back To Me (Newman)
4. Sweet Dreams (Don Gibson)
5. 20 Feet Of Muddy Water (Sonny James)
6. It's Heaven (Werly Fairburn)
7. Waltz Of The Angels (Stewart)
8. You Gotta Be My Baby (George Jones)
9. Honky Tonk Man (J. Horton)
10. Crazy Arms (Ray Price)

CLARENCE KNEELAND
WICH—Jewett City, Conn.
1. Give My Heart Back (Hank Thompson)
2. I Take The Chance (Browns)
3. Crazy Arms (Ray Price)
4. You Are The One (C. Smith)
5. Sweet Dreams (Faron Young)
6. Yon Don't Know Me (Arnold)
7. Cheated Too (Lee & Cooper)
8. I'd Rather Stay Home (Wells)
9. My Lips Are Sealed (Reeves)
10. Just Walking In The Rain (Eddie Zack)

RED SMITH
WBOK—New Orleans, La.
1. The Heart Of Me (E. Chaffin)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Searching (Kitty Wells)
4. I Walk The Line (J. Cash)
5. Doorstep To Heaven (Smith)
6. It's Heaven (Werly Fairburn)
7. You Done Me Wrong (Price)
8. You Gotta 8e My 8aby (George Jones)
9. How Far Is Heaven (K. Wells)
10. So In Love With You (Wilburns)

RAY FRAZIER'S "COUNTRY JUNCTION"
WCLA—Petersburg, Va.
1. Crazy Arms (Ray Price)
2. Sweet Dreams (Faron Young)
3. Searching (Kitty Wells)
4. You Are The One (Carl Smith)
5. Be-Bop-A-Lula (Gene Vincent)
6. You Done Me Wrong (Price)
7. I Walk The Line (J. Cash)
8. 20 Feet Of Muddy Water (Sonny James)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. Onie's Bop (Onie Wheeler)

VERNON STEWART
KXRJ—Russellville, Ark
1. We'll Find A Way (W. Pierce)
2. You Are The One (C. Smith)
3. My Lips Are Sealed (Reeves)
4. I'm So In Love With You (Wilburns)
5. Waltz Of The Angels (Lefty Frizzell)
6. I Walk The Line (J. Cash)
7. That's The Way Love Is (Tommy Collins)
8. Remembering (C. Walker)
9. Sweet Dreams (Faron Young)
10. Searching (Kitty Wells)

JACK HENDERSON
KCUL—Fort Worth, Tex.
1. I Take The Chance (8rowns)
2. Hopin' That You're Hopin' (Louvins)
3. Sunnyside Of The Mountain (Hawkshaw Hawkins)
4. If You Do, Dear (Carl Smith)
5. 8lackboard Of My Heart (Hank Thompson)
6. Little Rosa (Red Sovine)
7. My Lips Are Sealed (Reeves)
8. For Rent (Sonny James)
9. So Doggone Lonesome (Cash)
10. You And Me (Wells & Foley)

J. R. JANOT
KPAC—Port Arthur, Texas
1. Crazy Arms (Ray Price)
2. I Walk The Line (J. Cash)
3. On My Mind (Flatt & Scruggs)
4. You Done Me Wrong (Price)
5. Honky Tonk Man (J. Horton)
6. Searching (Kitty Wells)
7. Wait A Little Longer, Please Jesus (Carl Smith)
8. Crazy Crazy Heart (Rusty & Doug)
9. Come Back To Me (Newman)
10. You Gotta Be My 8aby (Georgie Jones)

"SHERIFF" TEX DAVIS
WCMS—Norfolk, Va.
1. Be-Bop-A-Lula (Gene Vincent)
2. I Want You, I Need You, I Love You (Elvis Presley)
3. Searching (Kitty Wells)
4. Crazy Arms (Ray Price)
5. I Walk The Line (J. Cash)
6. Sweet Dreams (Faron Young)
7. We'll Find A Way (Pierce)
8. Onie's Bop (Onie Wheeler)
9. Waltz Of The Angels (Wynn Stewart)
10. You Don't Owe Me A Thing (Marty Robbins)

BOB "HIT PARADE" HENRY
WKLO—Louisville, Ky.
1. Crazy Arms (Ray Price)
2. Sweet Dreams (Faron Young)
3. You Are The One (C. Smith)
4. I Walk The Line (J. Cash)
5. 20 Feet Of Muddy Water (Sonny James)
6. That's Why I Cry (T. Downs)
7. Searching (Kitty Wells)
8. Honky Tonk Man (J. Horton)
9. So Doggone Lonesome (Tubb)
10. Hula Rock (Hank Snow)

LEE SUTTON
WWVA—Wheeling, W. Va.
1. Cheated Too (Lee & Cooper)
2. I Take The Chance (Browns)
3. Uncle Pen (Porter Wagoner)
4. Honky Tonk Man (J. Horton)
5. Any Old Time (Webb Pierce)
6. Sunnyside Of The Mountain (Hawkshaw Hawkins)
7. My Lips Are Sealed (Reeves)
8. Whippoorwill (B. Martin)
9. Crazy Arms (Ray Price)
10. You Are The One (C. Smith)

HENRY DEBECCO
WJAS—Pittsburgh, Pa.
1. I Want You, I Need You, I Love You (Elvis Presley)
2. I Walk The Line (J. Cash)
3. Crazy Arms (Ray Price)
4. Heartbreak Hotel (E. Presley)
5. Yes, I Know Why (W. Pierce)
6. Be-Bop-A-Lula (Gene Vincent)
7. You And Me (Red Foley)
8. Sweet Dreams (Faron Young)
9. Boppin' The Blues (Perkins)
10. You Don't Know Me (Arnold)

JACK DUNSON
KIBL—Beeville, Tex.
1. Stand Still (Charlie Walker)
2. You're Still Mine (F. Young)
3. I Walk The Line (J. Cash)
4. Yes, I Know Why (W. Pierce)
5. Get Rhythm (Johnny Cash)
6. Heartbreak Hotel (E. Presley)
7. You Done Me Wrong (Price)
8. Crazy Arms (Ray Price)
9. I Want You, I Need You, I Love You (Elvis Presley)
10. Twenty Feet Of Muddy Water (Sonny James)

LARRY DEXTER
WRHC—Jacksonville, Fla.
1. You Are The One (Carl Smith)
2. Conscience, I'm Guilty (Snow)
3. Sweet Dreams (Faron Young)
4. 8e-8op-A-Lula (Gene Vincent)
5. I Take The Chance (Browns)
6. Respectfully Miss Brooks (Marty Robbins)
7. Onie's 8op (Onie Wheeler)
8. False Hearted (Ray Maddox)
9. I'm So In Love With You (Wilburns)
10. The Fool (Sanford Clark)

TED "TEDDY BEAR" CRUTCHFIELD
WQIK—Jacksonville, Fla.
1. I Take The Chance (Browns)
2. Be-Bop-A-Lula (Gene Vincent)
3. Sweet Dreams (Faron Young)
4. Searching (Kitty Wells)
5. My Lips Are Sealed (Reeves)
6. I Walk The Line (J. Cash)
7. I'm So In Love With You (Wilburns)
8. Crazy Arms (Ray Price)
9. You Are The One (C. Smith)
10. Heartbreak Hotel (E. Presley)

LILLIE ANNE
WIRC—Hickory, N. C.
1. You Are The One (C. Smith)
2. Searching (Kitty Wells)
3. Make Him Behave (Collins Kids)
4. What Kind Of Sweetheart (Tommy Collins)
5. I Take The Chance (Browns)
6. Crazy Arms (Ray Price)
7. My Lips Are Sealed (Reeves)
8. Sweet Dreams (Faron Young)
9. You And Me (Wells & Foley)
10. I Walk The Line (J. Cash)

JOE MORRIS
WAGS—Bishopville, S. C.
1. I'm So In Love With You (Wilburns)
2. Sweet Dreams (Faron Young)
3. Hey You There (Rusty & Doug)
4. I Was The One (Carl Smith)
5. Searching (Kitty Wells)
6. Crazy Arms (Ray Price)
7. Doorstep To Heaven (Smith)
8. We'll Find A Way (W. Pierce)
9. Conscience, I'm Guilty (Snow)
10. Come Back To Me (Newman)

"BALIN WIRE" BOB STRACK
KIMO—Independence, Mo.
1. You Nearly Lose You Mind (Justin Tubb)
2. So In Love With You (Wilburns)
3. Got Leavin' On My Mind (Billy Walker)
4. We'll Find A Way (W. Pierce)
5. My Lips Are Sealed (Reeves)
6. You Are The One (C. Smith)
7. My Stolen Love (S. James)
8. Until I Met You (F. Young)
9. I've Got A Right (J. Dallas)
10. I Walk The Line (J. Cash)

RAY ANDERSON
WCHO—Washington C. H., Ohio
1. Waltz Of The Angels (Frizzell)
2. Cheated Too (Lee & Cooper)
3. Crazy Arms (Ray Price)
4. Crazy Crazy World (Lee & Cooper)
5. Alpha And Omega (Williams)
6. Clay Beneath The Tomb (Hylo Brown)
7. Sweet Dreams (Faron Young)
8. Juke Box Help Me (Gunter)
9. I Walk The Line (J. Cash)
10. Tear In The Eye Of The Man In The Moon (R. Anderson)

"CHUCKWAGON CHUCK" NICHOLS
KOWB—Laramie, Wyo.
1. I Take The Chance (Browns)
2. Yes, I Know Why (W. Pierce)
3. Crazy Arms (Ray Price)
4. You're Still Mine (F. Young)
5. Hopin' That You're Hopin' (Louvins)
6. My Lips Are Sealed (Reeves)
7. 8lackboard Of My Heart (Hank Thompson)
8. Sweet Dreams (Faron Young)
9. Waltz Of The Angels (Wynn Stewart)
10. So Doggone Lonesome (Tubb)

SMOKEY SMITH
KRNT—Des Moines, Iowa
1. Crazy Arms (Ray Price)
2. Honky Tonk Man (J. Horton)
3. I Walk The Line (J. Cash)
4. Any Old Time (Webb Pierce)
5. Why Do I Love You So (Wynn Stewart)
6. You Are The One (C. Smith)
7. Where Did The Sunshine Go (Shirley Caddell)
8. 20 Feet Of Muddy Water (Sonny James)
9. I'm So In Love With You (Wilburns)
10. Searching (Kitty Wells) (Lefty Frizzell)

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 26 West 47th Street, New York 36, N. Y.

The Country Fraternity



by DON LAW

It is doubtful if there can be found in any branch of the entertainment world as dedicated a group of people as those engaged in the country music business. To the people in this business, artists, publishers, agents, disk jockeys and A. & R. men, country music is much more than a means of earning a living, it is a "cause" which has fostered a kind of "one for all, all for one" attitude. This attitude was, I think, born of a slight and quite unjustifiable inferiority complex. Far too many people, particularly in urban areas, are prone to look down their noses at "hillbilly" music. This is usually because they have never had the opportunity or the inclination to become exposed to it or have taken the trouble to find out what makes it tick. Many people have said to me of country music "it all sounds alike to me." We, who are engaged in the business, know what a ridiculous statement that is. We know that country music is here to stay and that by the united efforts of all of us more and more people can be brought to see country music for what it really is; the most natural, sincere and entertaining form of music of all.

The fraternity that exists in the country music field is nowhere more evident than in the willingness of one artist to help another. People who know nothing about the business frequently ask me "how in the world do you go about finding new talent?" The answer is "very frequently it is brought to my attention by other artists." It seems rather strange to them that an established artist should be building up competition for himself by fostering a newcomer but I don't know of an artist in the business who would not be willing and anxious to give a newcomer a helping hand. It would be foolish to say that there is no professional jealousy in the country field. Of course there is, but by comparison with other branches of the entertainment world, it is practically non-existent.

It is the amazing natural and creative talent, the sincerity, the humor and general camaraderie that exist among country artists that make the A. & R. man's work so rewarding and I, personally, would not exchange jobs with anyone.

Pausing For The Camera



HIGHLANDS, TEXAS—Dot Records' country star Jimmy Newman (center) who is fast becoming a TV favorite for his work on his own show seen weekly on KPLC-TV in Lake Charles, Louisiana, pauses for the cameraman with two of his dee jay buddies Earl Aycock (left) and Hal Harris of KRCT in Baytown, Texas. The jockeys' combined air time adds up to 54 hours per week. Earl, incidentally, is also an artist. He is one half of the George and Earl team that records for Mercury.



JIMMIE WILLIAMS
on MGM
sings
"ALPHA and OMEGA"
b/w
"Where Will I Shelter My Sheep"
White Oak Music-BMI
7771 Cheviot Rd.
Cincinnati 24, O.

Taking Off!
"The House Down The Block"
b w
"Right After The Dance"
Pep # 106
Operators and Dealers:
Order Direct From:
Pep Records
9652 Winchell St.
Rivera, California
Phone: OXford 2-3324
44c per record—postage paid
minimum order of 5 records.

Record Distributors

And The Lines They Handle

ALABAMA

BIRMINGHAM

Decca Dist. Co.
604 S. 27th St.
(Coral; Decca)

R. P. McDavid Co. Inc.
1430 Second Ave. S.
(RCA Victor; Groove)

ARIZONA

PHOENIX

Old Timer Distributors
3703 N. 7th St.
(Alegre; Aladdin; Aqua; Big Town; Black Mountain; Broadcast; Folk Dancer; Folkcraft; Four Star; Gilt Edge; Hoedown; Hoedown Hall; Intro; Kismet; Lamp; Longhorn; Marlinda; MacGregor; Old Timer; Orfeo; Parakeet Lessons; Rainbow; Rivoli; Rondo; Russell; S & G; Sage & Sand; Score; Sets In Order; Shaw; Starday; Wallis; Western Jubilee; Windsor; Young Peoples; Children's Record Guild; Balance; Alamar; Ranch; J Bar L; Sunny Hills)

J. E. Redmond Supply Co.
625 W. Madison
(Decca)

12th St. Record Bar
1152 East Washington St.
(Specialty; Modern; RPM; Flair; Meteor; Savoy; Imperial; Vee-Jay; Dootone; Duke; Peacock; Crown; Showtime; United; States; Hollywood; RIH; Elco; JOB; Nashboro; Excello; Combo; Seeco; R & B; Starday; Bayou; Swingtime; Chance; Parrot; Kem; Music City; C-Note; Old Town; Herald; Atlantic; Gee; Rama; Jubilee; Crest; Flip; Baton; Orbit; Look; Tampa; Ace; Josie; Cash; Money; Apollo; Post; Middletone; Tartan; Pal; Music City; Million $; Hull; Abbott; Abco; Atco; Atlas; Golish; Tico; Empire; M & M; Award; Lucky)

ARKANSAS

FORT SMITH

Wise Radio & TV Supply, Inc.
1001 Towson Ave.
(Tempo)

CALIFORNIA

BERKELEY

W. M. VanDeren
2806 San Pablo
(Folk Dancer; Kismet; Western Jubilee; Windsor; Record Guild of Am.; Oceanic; Folkraft; MacGregor; Sets In Order; Russell; Grand Award)

FRESNO

Edco Dist. Co.
2930 Butler Ave.
(RCA Victor)

HOLLYWOOD

Bethlehem Records
7233 Santa Monica Blvd.
(Bethlehem)

Phoenix
Box 643
(Phoenix)

LOS ANGELES

Ace Dist. Co. Inc.
2534 W. Pico Blvd.
(Peerless; Coast Latin; Falcon)

Allied Music Sales
2542 W. Pico Blvd.
(Aladdin; Score; Intro; Dootone; Puchito; Dig; Ultra; Hoedown; Jay; Verve; Gotham; 20th Century; Peacock; Duke; Tico; Rama; Ideal; Montilla; Seeco; Lamp)

California Mercury Record Dist., Inc.
2958 W. Pico Blvd.
(Mercury; Emarcy; Childcraft; Playcraft; Wallis Originals; Wing)

California Record Distributors
2962 West Pico Blvd.
(Audio Tape; AV Tape; Bach Guild; Blue Note; Concert Hall; Contemporary; Cook Laboratory; EMS; Fantasy; Big Golden; Good Time Jazz; Esoteric; Handel Society; Haydn Society; Hi Fi Record; Holt Languages; MacGregor; Gene Norman Presents; Oceanic; Old Timer; Omegatape; Pacific Jazz; Riverside; Scotch Tape; Starlite; Steelman Phonographs; Sunset; Tom Lehrer; Transition; Unicorn; Urania; Vanguard; Westminster)

Capitol Records Dist. Co.
318 W. 15th St.
(Capitol)

Central Record Sales Co.
2104 Washington Blvd.
(Ace; Atlantic; Baton; Checker; Chess; Glory; Epic; Imperial; Modern; Excello; Prestige; RPM; Roost; Specialty; United; States; Okeh; Cash; Money; Key; Ad-Lib)

Decca Dist. Corp.
6750 Santa Monica Blvd.
(Decca)

Diamond Record Distributing Co.
2990 W. Pico Blvd.
(Ambassador; Broadcast; ABC; Music City; Cricket; Fraternity; Meteor; Russell; Sets In Order; Lloyd Shaw; Tempo; UTC; Vita; Western Jubilee; Windsor)

Fox Associates
6000 Sunset Blvd.
(Latin American; R & B)

Hart Dist., Inc.
445 So. La Brea Ave.
(London; Yale Whiffenpoofs; Bald Eagle)

Jay Kay Dist. Co.
2980 West Pico Blvd.
(Kapp; Norgran; Clef)

King Records
2646 W. Pico Blvd.
(King; Federal; Deluxe)

Modern Dist. Co.
2978 W. Pico Blvd.
(Coral; Brunswick; Young Peoples; Living Language Sets)

Polyvox Records Inc.
8746½ Melrose Ave.
(Electra; Vox)

RCA Victor Dist. Corp.
2027 S. Figueroa St.
(RCA Victor)

Record Merchandising Co.
2580 W. Pico Blvd.
(Herald; Combo; Vee-Jay; Sun; Sage & Sand; Original; Azteca; SMC; Coda; 49th State; Cardinal; Melba; Atco; Spotlight; Cavalier; Reserve; Old Town; Diamond; Cadence; Abbott; Jubilee; Josie; American; Unique; Flip; Loma; Ember; Gee; Sycamore; Advance; Apollo; President; Period; Scala; Stradivari; Fiesta; Grand Award)

Record Sales Co.
2932 W. Pico Blvd.
(Vik; Groove; Savoy; Bethlehem; Crest; Request; Regent; Dee Gee; Rainbow; Parrot; Panart; Debut; Verve; Era; Real; Premium; Bally; Deed; Criterion; Tahiti; Blue Lake; Starday; Electron; Summit; Dawn; Orpheus; Chart)

Stinson Record Dists.
2847 W. Pico Blvd.
(Stinson)

Sunland Music Co. Inc.
1310 S. New Hampshire Ave.
(MGM; Dot; Children's Record Guild; Replica; Audio Fidelity; Custom; Liberty; Dolphin; Remington)

Ray Thomas Co.
1601 S. Hope St.
(Columbia)

OAKLAND

Chatton Distributing Co.
2517 San Pablo Ave.
(American; Atlantic; Baton; Bell; Bethlehem; Checker; Chess; Criterion; Dauntless-International; Dot; Duke; Era; Excello; Fraternity; Glory; Groove; Hull; Imperial; Josie; Jubilee; Kapp; Liberty; Music City; Peacock; Progressive; Rainbow; Riverside; Roost; Signal; Specialty; Storyville; States; United; Vik; YPR)

ORANGE

Howard L. Reynolds Dist.
1211 E. Mayfair Ave.
(Polkaland; Artists Life; Dana; Hummingbird; Potter; Bowery)

SAN DIEGO

Ratner's
745 Broadway
(Bowery)

SAN FRANCISCO

Allied Music Sales
371 Sixth St.
(Aladdin; Tico; Dootone; Rama; Score; Intro; Vee-Jay; Jazz West; Orfeo; Apollo)

H. R. Basford Co.
235 15th St.
(Columbia)

California Mercury Record Dists., Inc.
1226 Folsom St.
(Mercury; Emarcy; Childcraft; Playcraft; Wing; GTJ; Contemporary; Prestige; Pacific Jazz; Hi-Fi)

California Record Distributors
2962 West Pico Blvd.
(Contemporary; Gene Norman Presents; Good Time; Jazz; Hi Fi Record; Tom Lehrer; Omegatape; Pacific Jazz; Prestige; Starlite; Sunset; Vox)

Capitol Record Dist. Co.
512 Brannan St.
(Capitol)

Decca Dist. Corp.
525 Sixth St.
(Decca)

Dexter Dist. Co.
298 9th St.
(Bowery; Sage & Sand; Request; Cavalier)

Eric Distributors
369 Sixth St.
(Savoy; Herald; Dolphin; Gee; ABC-Paramount; Atco; Sun; 49th State; Dawn; Starday; Ember; Old Town; Hollywood)

R. F. Jones Co.
1263 Mission St.
(Bally)

King Records
565 Sixth St.
(King; Deluxe; Federal)

Melody Sales Co.
444 Sixth St.
(Clef; Norgran; MGM; Cadence; Epic; Down Home; Verve; RPM; Fantasy)

Leo J. Meyberg Co.
33 Gough St.
(RCA Victor)

New Sound Record Distributors, Inc.
50 Julian Ave.
(L'anthologie Sonore; AV Tape Libraries; Bach Guild; Boston; Cambridge; Classic Edition; Concert Hall; Dial; Dyer Bennet; EMS; Esoteric; Eterna; Golden Records; Handel Society; Haydn Society; Heritage; JMDS; Kendall; Kingsway; Lyrichord; McIntosh; MMO; NCTE; Oriole; Overtone; Period; Perspective; Philharmonia; Poetry Records; Polymusic; Renaissance; San Francisco; Scala; SPA; Stradivari; Thos Tenney; Unicorn; Urania; Vanguard; Vesta; Walden; Weathers; Westminster; World Song; Browser Racks)

Stone Dist., Inc.
1274 Folsom St.
(London; Caedmon)

United Music Sales Corp.
440 Sixth St.
(Brunswick; Coral; Okeh; Young Peoples)

COLORADO

DENVER

Boyd Dist. Co. Inc.
1661 W. Third Ave.
(Capitol)

Davis Sales Co.
1724 Arapahoe
(Aladdin; Atlantic; GTI; London; Mercury; Wallis; Abbott; RPM; Cadence; Modern; Old Timer; Frontier; Glory; Dot; Contemporary; Clef; Norgran; ABC; Down Home; Verve; Starday; Hollywood)

Decca Dist. Corp.
725 S. Broadway
(Decca)

Emco Distributors
724 S. Pearl
(Elektra; Westminster; Request; Bethlehem; Hi-Fi; Kingsway; Riverside; Recoton Needles; Steelman; Phonos; Cricket; Tom Lehrer; San Francisco; Liberty; Omegatape; Audio Fidelity; Replica; Urania; Montilla; Disc-charger)

R. F. Jones Co.
1314 Pearl St.
(Bally)

Pan American Record Supply
2061 Champa St.
(Coral; MGM; Prestige; Vee-Jay; Apollo; Pacific Jazz; Brunswick; Chess; Checker; Riverside; Record Guild of Am.; Esoteric; Young Peoples; Specialty; Fantasy; Fabor; Herald; Children's Record Guild; Nashboro; Excello; Storyville; Jubilee; Josie; Gee; Dootone; Vox; Music City; Ember; Old Town; Grand Award)

Rhythm Record Shop
2615 Welton St.
(Peacock; Duke)

Sneed Dist. Co.
1401 Wabash St.
(Cavalier)

B. K. Sweeney Co.
1601 Twenty-Third St.
(Columbia)

Ward-Terry Co.
70 Rio Grande Blvd.
(RCA Victor; Vik; Groove)

Zion Dist. Co.
2056 Chempa St.
(King; Federal; Deluxe; Epic; Okeh; Sunset; Fraternity; Era; Kapp; Four Star; Savoy; Roost; Starlite)

CONNECTICUT

EAST HARTFORD

Allied Record Dist., Inc.
777 Connecticut Blvd.
(Ampar; Modern; Flair; Imperial; Prestige; Savoy; Good Time Jazz; Prestige; Summit Sound; Contemporary)

Eastern Record Dists. Inc.
777 Connecticut Blvd.
(Epic; MGM; Cadence; Clef; Okeh; Baton; RPM; Abbott; Hi-Fi; Criterion; Dolphin; Kapp; Modern; Verve; Mardi Gres; Prestige; Hickory; Fantasy; Peacock; Duke; ABC-Paramount; Cross-Country; Grand Award; Era; Hollywood; Starday)

Radio & Appliance Dist.
673 Connecticut Blvd.
(RCA Victor; Vik; Groove)

Roskin Dists., Inc.
275 Park Ave.
(Columbia)

HARTFORD

Capitol Records Dist. Corp.
25 Pleasant St.
(Capitol)

Decca Dist. Corp.
252 Farmington
(Decca)

Leslie Dist., N.E., Inc.
134 Windsor St.
(Aladdin; Andrea; Atco; Cash; Chart; Chess; Debut; Dig; Dootone; Ember; Electrone; Combo; Gee; Gene Norman Presents; Checker; Fraternity; Herald; Hull; Josie; Jazz West; Jubilee; Liberty; Melba; Marterry; Argo; Money; Old Time; 1-C-1; Pacific Jazz; Pilgrim; Plus; Paradise; President; Premium; Original; Record Guild of America; Rama; Rainbow; Roost; San Francisco; Specialty; Stella; Storyville; Tico; Transworld; Teenage; Unique-RKO; UTC; Vee-Jay; Diamond)

Mercury Distributing of Hartford
160 State St.
(Mercury; Wing)

Seaboard Dist. Co.
796 Albany Ave.
(Coral; Brunswick; 4 Star; Deluxe; Glory; Norgran; King; Federal; Dana; Atlantic; Vox; Dot; Down Home)

WATERBURY

C-P Distributors
23 Division St.
(Bowery; Cavalier)

DISTRICT OF COLUMBIA

WASHINGTON

Quality Music
1836 7th St.
(Modern)

Schwartz Brothers
2931 N.E. 12th St.
(Mercury; Atlantic; Aladdin; Westminster; Verve; Hickory; Kapp; Wallis Original; Clef; Cadence; Little Golden; Bally; Norgran; Down Home; GTJ; Contemporary; Ember; Hi-Fi; Liberty)

Southern Wholesalers Inc.
707 N.E. Edgewood St.
(RCA Victor; Groove)

FLORIDA

JACKSONVILLE

Binkley Dist. Co.
50 Riverside Ave.
(Atlantic; London; MGM; Peacock; Glory; Duke; Aladdin; Nashboro; Excello; Tico; Rama; Gee; Hickory; Vik; Specialty; Down Home; Verve; Clef; Norgran; Seeco; Imperial; Sun; Herald; Ember; Liberty)

Capitol Record Dist. Co.
618-20 Jackson St.
(Capitol)

HAPPY 14th ANNIVERSARY FROM DOT RECORDS AND ITS ARTISTS

Randy Wood

(pres.)



PAT BOONE



GALE STORM



BILLY VAUGHN



SNOOKY LANSON



RUSTY BRYANT



JIMMY WORK



JIMMY NEWMAN



JOHNNY MADDOX



FONTANE SISTERS



THE HILLTOPPERS



MOLLY DEE



THE COMMODORES



MAC WISEMAN

AND

SANFORD CLARK • EDDIE PEABODY

NERVOUS NORVUS

Dot RECORDS INC.

THE NATION'S BEST SELLING RECORDS

GALLATIN TENNESSEE PHONE: 1600

Record Distributors

And The Lines They Handle

Dist. Inc.
555 Osceola
(Columbia)

Pan American Dist. Corp.
90 Riverside Ave.
(Blue Note; Cavalcade; Cadence; Chess; Checker; Combo; Dot; Epic; Essex; Fantasy; Gotham; GTJ; Contemporary; Josie; Jubilee; Modern; Kapp; Monogram; Okeh; Pacific Jazz; Prestige; RPM; Vox; Vee-Jay; Vanguard; Zodiac; Savoy; Regent; United; States; Fraternity; Wallis Original; Dauntless; Art; Holt; Urania Jazz; Hi-Fi; Living Language; Media; Roost; Panart; Gene Norman Presents; Starday; Bally; ABC-Paramount)

MIAMI

Binkley Dist.
301 S.W. Sixth St.
(London; Aladdin; Glory; Sun; Nashboro; Excello; Peacock; Duke; Tico; Rama; Gee; MGM; Hickory; Imperial; Atlantic; Dolphin; Vik; Clef; Norgran; Verve; Seeco; Specialty; Sun; Down Home; Herald; Ember; Liberty)

Brooke Dist.
412 S.W. Eighth St.
(Decca; Coral)

King Records
434 S.W. Eighth St.
(King; Federal; DeLuxe; Simon & Schuster)

Mercury Record Dist.
436 S.W. Eighth Ave.
(Mercury; Emarcy; Bethlehem; Wing; Grand Award; Fiesta)

Pan American Dist. Corp.
3401 N.W. 36th St.
(Blue Note; Cavalcade; Cadence; Chess; Checker; Combo; Dot; Epic; Essex; Fantasy; Gotham; GTJ; Contemporary; Josie; Jubilee; Modern; Kapp; Monogram; Okeh; Pacific Jazz; Prestige; RPM; Vox; Vee-Jay; Vanguard; Zodiac; Savoy; Regent; United; States; Fraternity; Wallis Original; Dauntless; Art; Holt; Urania Jazz; Hi-Fi; Living Language; Media; Roost; Panart; Gene Norman Presents; Starday; Bally; ABC-Paramount)

Sea Coast Appliance Dist.
1481 N.W. 22nd St.
(RCA Victor; Groove)

Tru-Tone Dist. Co.
1214 S.W. 8th St.
(Apollo; Old Town; Music City; Andrea; Atlas; Baton; Chart; Deed; Dootone; Criterion; Era; Original; Premium; Sound; States; Teen; Teenage; Glory)

MIAMI BEACH

Arcade Latin Shop
1519 Washington Ave.
(Tico; Rama; Seeco; Panart; Puchito; Fiesta; SMC; Mardi Gras)

GEORGIA

ATLANTA

Burt Dist. Corp.
328 Techwood Dr., N.W.
(London)

Sam Candler Enterprises
1050 Ponce de Leon Ave., N.E.
(Hi-Fi; Fantasy)

Capitol Records Dist. Co.
535 Courtland St. N.E.
(Capitol)

Distributors, Inc.
1349 Spring St. N.W.
(Columbia)

Decca Dist. Corp.
156 Alexander St. N.W.
(Decca; Coral)

Dixie Dist. Co.
445 Edgewood Ave., S.E.
(Mercury; Epic; Herald; Excello; Nashboro; Atco; Chart; Era; Gee; Kapp; Verve; Clef; Norgran; Josie; Jubilee; Wing; Dootone; Down Home; Ember)

R. D. England Co.
1140 Peachtree St. N.E.
(Vox; Zodiac; McIntosh)

King Records
379 S.E. Edgewood Ave.
(King; Federal; Deluxe)

Record Distributors
292 E. Pace's Ferry Rd. N.E.
(Windsor Old Timer; MacGregor)

Southland Dist. Co.
441 S.E. Edgewood Ave.
(Aladdin; Atlantic; Dot; MGM; Peacock; Duke; Savoy; Wallis Original; Cadence; Record Guild of Am.; States; Specialty; RPM; United; Checker; Chess; Imperial; Modern; Sun; Liberty; Prestige; Vee-Jay; Meteor; Hickory; Pacific Jazz; Storyville; Bethlehem; Bally; Vik; ABC-Paramount; Fraternity; GTJ; Contemporary; Fantasy; Grand Award)

The Yancey Co.
1500 Northside Dr., N.W.
(RCA Victor; Groove)

ILLINOIS

CHICAGO

Advance Dist. Corp.
3257 W. Montrose Ave.
(Old Timer; Ideal; Windsor; Sets In Order; Hoedown; Imperial; Peerless; Coast; Azteca; Falcon; Seeco; Tico; Rio; Mardi Gras)

Allstate Record Dist.
2023 S. Michigan Ave.
(Atlantic; Specialty; Gee; Aladdin; Music City; Herald; Starday; Ember; Old Time; Baton)

K. O. Asher
7818 S. Stony Island Ave.
(American Music; Bach Guild; Bartok; Boone-Tolliver; Boston Caedmon; Children's Record Guild; Classic Editions; Concert Hall Society; Dial; Dolphin; Elektra; EMS; Enrichment; Esoteric; Eterna; Folkways; Goldsmith; Grauer Productions; Handel Society; Innovations; Jewish Music Doc. Soc.; Kendall; Living Language; Magic Tone; McIntosh; New Editions; Oceanic; Overtone; Oxford; Paramount; Pax; Period; Perspective; Pro-Musica; Philharmonia; Poetry; Polymusic; REB; Renaissance; Riverside; Romany; St. Olaf; Scala; SPA; Stradivari; Transition; Urania; Vanguard; Vox; Walden; Westminster; WFB; Windin' Ball; Word; Young Peoples Records)

Capitol Records Dist. Corp.
1449 S. Michigan Ave.
(Capitol)

Coral Record Dist.
161 W. Huron St.
(Coral; Brunswick; Dana; Copley)

Decca Dist. Corp.
153 W. Huron St.
(Decca)

Frumkin Sales Co.
2007 So. Michigan Ave.
(Abbott; Aqua; Black Mountain; Blue Note; Broadcast; Canary Warbler; Coda; Commodore; Contemporary; Crystal; Debut; Fabor; Folkdancer; Folkcraft; 49th State; Empirical; GTJ; Jazzman; Jump; Kem; Longhorn; Intro; MacGregor; Marlinda; Monogram; Montilla; Pacific Jazz; Parakeet; Gene Norman Presents; Paragon; Rainbow; Republic; Rond; SMC; Shaw; Southland; Standard; Stella; Storyville; Stinson; Tempo; Wallis Original; Western Jubilee; Alamar; Balance; Ranch; Ambassador; Bowery; Criterion; Grand Award; Hi-Fi; Grand; Liberty; San Francisco; Progressive; Sunny Hill)

Garmesa Dist. Inc.
2011 S. Michigan Ave.
(ABC-Paramount)

King Records
1232 E. 47th St.
(King; Federal; DeLuxe)

James Martin, Inc.
1341 S. Michigan Ave.
(Dot; London; Bethlehem)

M. S. Distributing Co.
2009 S. Michigan Ave.
(Cadence; Clef; Norgran; Jubilee; Modern; Kapp; Josie; Guyden; Zodiac; Original; Starlite; Sage & Sand; Unicorn; Tom Lehrer; Vik; Bally; Era Fantasy; Verve; American; Argo; Kahill; Michaels; Fraternity; Summit; Sunset; Teen; Rama; Down Home)

Midwest Mercury Record Dist.
2021 S. Michigan Ave.
(Mercury)

Music Dist. Inc.
1303 S. Michigan Ave.
(Bethlehem; Cardinal; MGM; Seeco; AA; Kingsway; Jay-Jay; Chicago Polkatune; Sound; Dawn; Plymouth; Remington; Bath; Cardinal; Dolphin; Hickory)

RCA Victor Dist. Corp.
5050 S. Kedzie Ave.
(RCA Victor)

The Sampson Co.
2244 S. Western Ave.
(Columbia)

United Record Dist., Inc.
2029 S. Michigan Ave.
(Ad Lib; Apollo; Atlas; Atco; Blue Lake; Club 51; Crest; Dootone; Duke; Drexel; Epic; Fortune; Gotham; Groove; Job; Lloyds; Luna; Okeh; Peacock; Parrott; Premium; Prestige; RPM; Regent; Ronel; Roost; Savoy; Signal; States; Sun; Talisman; Theron; Timely; Hollywood; Watco)

LA GRANGE

Old Tyme Jamboree Inc.
Box 408
(Polkaland)

PEORIA

Decca Dist. Corp.
208 N. Adams St.
(Decca)

Klaus Radio & Electric Co.
403 E. Lake St.
(RCA Victor)

INDIANA

INDIANAPOLIS

Associated Distributors
210 S. Meridian St.
(RCA Victor; Vik)

Indiana State Record Dist.
1325 N. Capitol
(Abbott; Atlantic; Coral; Dot; Big; Gilt Edge; Jubilee; Glory; Savoy; Swing Time; Wallis Original; States; Specialty; Modern; Sun; United; RPM; Josie; Herald; Nashboro; Excello; Meteor; Brunswick; Chess; Checker; Aladdin; Score; Intro; Kapp; Liberty; ABC-Paramount; Fraternity; Gee; Ember)

Indianapolis Record & Dist. Inc.
1901-3 Yandes St.
(Peacock; Duke; Excello; Maze; Hull; Blue Lake; Parrot; Oxford; Nashboro; Hickory; Ronel; Gotham)

Joyce Appliances
146 McLean Place
(Columbia)

Peaslee-Gaulbert Co.
1401 Stadium Dr.
(Decca)

Radio Distributing Co.
P.O. Box 1298
(Capitol)

Sanborn Music Co.
120 So. Pennsylvania
(London; MGM)

RICHMOND

Oxford Dist. Co.
421 N. 13th St.
(Peacock; Duke; Excellent; Kahill; Lee; Co-Ed; Atlas; J.O.B.; Oxford)

SOUTH BEND

South Bend Radio Dist. Co.
1212 High St.
(Capitol)

IOWA

DES MOINES

Capitol Records
1553 E. Grand Ave.
(Capitol)

Frank's One Stop
543 S.W. 7th St.
(Sun; Intro; Starday; 4 Star; Liberty; Dootone; Cavalier)

Midwest Timmermann
513 E. Court Ave.
(Columbia)

KANSAS

KANSAS CITY

RCA Victor Dist. Corp.
Fairfax & Funston Sts.
(RCA Victor)

KENTUCKY

LOUISVILLE

Ewald Dist. Co.
945 S. Floyd St.
(RCA Victor)

Foster Dist. Co.
409 W. Main St.
(Capitol)

Russell W. Lee
1345 South 26th St.
(Hi-Fi)

Peaslee-Gaulbert Corp.
226 N. 15th St.
(Decca)

Sutcliffe Co.
609 W. Main St.
(Columbia)

LOUISIANA

NEW ORLEANS

A-1 Record Dist., Inc.
640 Baronne St.
(Atlantic; Abbott; RPM; Meteor; Imperial; Okeh; Specialty; Peacock; Duke; Chess; United; Jubilee; Epic; Josie; States; Trumpet; Hollywood; Crown; Dootone; Vee-Jay; Sun; Guyden; Media; Cat; Ace; Parrot; Flip; Fine; Fabor; Atco; Starday; Gee; Rama; Post; Gold Band; Folk Star; Rainbow; Prestige; Bethlehem; Arcadia)

Wm. Amanh Dist. Co.
642 Baronne St.
(MGM; Tico; Storyville; Young Peoples; Fantasy; Music City)

Decca Dist. Corp.
517 Canal St.
(Decca; Coral; Brunswick)

Interstate Elec. Co.
1001 S. Peters St.
(Columbia)

King Records, Inc.
814 Carondelet St.
(King; Federal; Deluxe)

Mallory Dist.
630 Baronne St.
(Capitol; Hickory; Kapp)

Roberson Sales Co.
624 Baronne St.
(Mercury; Nashboro; Excello; Wallis; Savoy; Checker; Wing; Chart; Cash; Patio; Flair; Carnival; Glory; EmArcy; 4 Star; Premium; Feature; Dig; Whippet; Melba; Regent; Money; Argo; Hickory; Dot; Cadence; Vik; ABC-Paramount; Fraternity; Aladdin; Bally; Herald; Era; Baton; Ember; Liberty; Apollo; Old Town; Grand Award)

Walther Bros. Co., Inc.
1722 Poydras St.
(RCA Victor; Camden; Groove; Lyric; Fidelitone)

Word Record Dist.
931 Decatur St.
(Down Home)

SHREVEPORT

Stan's Record Shop
728 Texas St.
Argo; Abbott; Atco; Atlantic; Ace; Abco; Apollo; BBS; Baton; Bayou; Bell; Bruce; Cardinal; Chess; Checker; Cadence; Cash; Clef; Chart; Dot; Dootone; Era; Essex; Gotham; Grand GG; Glory; Herald; Hull; Hollywood; Ember; Imperial; Pacific Jazz; Josie; Jubilee; Kapp; Modern Music City; Meteror; Nashboro; Excello; Peacock; Duke; RPM; Republic; Specialty; Sun; Savoy; Tico; Gee; Rama; Old Town; Vee-Jay; United; States; Vita; Whippet)

MAINE

PORTLAND

Commercial Distributors
50 Diamond St.
(RCA Victor)

Philco Wholesalers, Inc.
919 Congress
(Columbia)

MARYLAND

BALTIMORE

D & H Dist. Co.
2025 Worcester St.
(RCA Victor; Groove)

Decca Dist. Co.
818 Madison Ave.
(Decca)

Dixie Records Dist. Co.
6430 Old Washington Rd.
(Blue Hen)

General Distributing Co.
2329 Pennsylvania Ave.
(Coral; Dot; Fantasy; Jubilee; Chess; Esoteric; Rainbow; Sun; Brunswick; Checker; Pacific Jass; Gotham; Savoy; Fabor; Storyville; Prestige; SMC; Josie; Liberty; Nocturne; Mardi Gras; Baton; Gene Norman; Gee; Dana; Dootone; Music City; Apollo; Era; Starday; Hollywood; Sound; Old Town; Glory; Original; Vee-Jay; Roost; New Jazz)

Happy 14th . . .

Friendliest Greetings To Members of the N.A.M.M.



Record Distributors

And The Lines They Handle

Gimbel Brothers, Inc.
3531 Belair Rd.
(Epic; MGM; Okeh; Dolphin; Vita; Summitt; Bethlehem; Bronz; President; Heritage; Tampa; Ronel; Diamond; Prestige)

J & F Dist. Co., Inc.
210 McMechen St.
(London; Vik)

King Records
208 McMechen Ave.
(King; Federal; DeLuxe)

Lester Dist.
3408 Wabash
(Fortune; Spotlight; Bowery; Key; Heg; Version; Franwil; Patio; Pep; Daffan; Norman; Regis; Parrot; Blue Lake; Zephyr; Caravan; Meteor; Candlelight; Saxony; Ac'cent; Tabb; Harmad; So Deska; Jaguar; Jay-Dee; Sycamore; Jan; Jay-Jay; Manhattan; J-S; Middletone)

Mangold Dist. Co.
211 S. Eutaw St.
(Modern; RPM; Imperial; Specialty; Nashboro; Excello; Herald; Vanguard; Bluenote; Ad Lib; ABC Paramount; Fraternity; United; States; Peacock; Duke; Ember)

Nelson & Co., Inc.
1000 S. Linwood Ave.
(Capitol)

Polyvox Records, Inc.
201 E. Mount Royal Ave.
(Vox)

Joseph M. Zamoiski Co.
110 S. Paca St.
(Columbia)

MASSACHUSETTS

ALLSTON

Peter Fischler
10 Allston St.
(Classic Editions; Music Minus One; Elektra)

BOSTON

Allied Appliance
111 Berkeley St.
(Columbia)

Capitol Record Dist.
273 Huntington Ave.
(Capitol)

Decca Distributing Corp.
138 Ipswich St.
(Decca)

Mercury Distributing of Boston
259 Huntington
(Mercury)

Music Suppliers of New England, Inc.
263-265 Huntington Ave.
(MGM; Angel; DeLuxe; Clef; ABC-Paramount; Contemporary; Bally; Sun; Amfile Cases; Dot; King; Vox; Norgran; Verve; Peter Pan; Era; Kapp; Federal; Vanguard; Dana; Good Time Jazz; Fantasy; Modern; Dolphin; Down Home)

Mutual Dist. Inc.
1255 Tremont St.
(Coral; London; Westminster; Brunswick; Esoteric; Riverside; Children's Record Guild; Simon & Schuster; Young People's; Dauntless; International; Cadence)

Records, Inc.
255 Huntington Ave.
(Abbott; Atlantic; Bethlehem; Cat; Chance; Chess; Checker; Combo; Cash; Commodore; Dootone; Epic; Fabor; Gee; Gene Norman; Glory; Jubilee; Imperial; Jazzman; Josie; Money; Monogram; Okeh; Pacific Jazz; Prestige; Rama; Robin; Roost; Soma; Southland; Starlite; Storyville; Stinson; Tico; 20th Century; Vee-Jay; Vantage; Ad-lib; Argo; Boston; Bullseye; Chart; Dawn; Debut; Fraternity; Grand Award; Liberty; San Francisco; Old Town; Pilgrim; Seeco; Signal; Sunset; Whippet; Disneyland)

Transdisc Corp. of Boston
285 Huntington Ave.
(Vik; Groove; Apollo; Baton; Blue Note; Duke; Herald; Period; Rainbow; Savoy; Ember; States; Specialty; Vita; Urania; Melba; Peacock; A-V Tapes; United; Music City)

CAMBRIDGE

Eastern Co., The
620 Memorial Dr.
(RCA Victor)

MICHIGAN

DETROIT

Arc Dist. Co.
3747 Woodward Ave.
(Vik; ABC-Paramount; Kapp; Imperial; Modern; Velve; Roost; Gee; Tico; Grand Award; Argo; Bally; Down Home; Ember)

Buhl Sons Co.
Ft. of Adair St.
(Columbia)

Cadet Dist. Co.
3766 Woodward Ave.
(Abbott; Ace; Aladdin; Blue Lake; Broadcast; Cadence; Cardinal; Chart; Combo; Contemporary; Debut; Dootone; Drummound; Duke; Epic; Excello; Flip; Good Time Jazz; Hickory; Jan; Kem; Lehrer; Liberty; Mardi Gras; Marquee; Nashboro; Okeh; Old Timer; Pacific Jazz; Parrot; Peacock; Prestige; Regent; San Francisco; Savoy; Score; Signal; Specialty; Sun; Tampa; Unique; Vee-Jay; Vita; Western Jubilee; Ad-Lib; Cavalier)

Capitol Dist. Corp.
40-42 Selden Ave.
(Capitol)

Cosnat Dist. Detroit Corp.
3727 Woodward Ave.
(Coral; Checker; Chess; Herald; Glory; Hi-Fi; Monogram; Old Town; Rainbow; Ritmo; Seeco; Spotlight; States; United; Wallis; Dana; Brunswick; Jubilee; Josie; Fraternity; Music City; Era; Request)

Decca Dist. Corp.
1301 Lafayette Ave.
(Decca)

Jay-Kay Dist. Co.
3731 Woodward Ave.
(Atlantic; Bethlehem; Cat; Clef; Dot; Gotham; Montilla; Norgran; RPM)

King Records
3725 Woodward St.
(King; Federal; Deluxe; 4 Star)

Pan American Dist. Co.
3731 Woodward Ave.
(Mercury; Wing)

Radio Dist. Co.
10035 W. McNichols St.
(London)

RCA Victor Dist. Corp.
7400 Intervale Ave.
(RCA Victor)

S & S Dist. Co.
3955 Woodward Ave.
(MGM; Groove; Fantasy; Blue Note; Storyville; Cook; Replica; Audio Fidelity; Unicorn; Seeco; Gene Norman Presents; Ambassador; Dolphin; Amfile)

Square Dance Specialties Dist.
14416 Grand River
(Kismet; Windsor; Western Jubilee; MacGregor; Shaw; Old Timer; Intro; Balance; Longhorn; Black Mountain; Aqua; Hoedown; Folkdancer; Imperial; Sets In Order; Folkraft; Rock Candy; Sunny Hills; Accent; Ranch; Cole; Marlinda)

FLINT

Ernie's Record Rack
3612 St. John
(RPM)

GRAND RAPIDS

Republic Dist. Co.
19-25 La Grave Ave. S.E.
(Decca)

SAGINAW

Carson Dist. Co.
708 North Washington
(RCA Victor)

MINNESOTA

MINNEAPOLIS

Capitol Records Dist. Co.
21 E. Hennepin Ave.
(Capitol)

Columbia Midwest
31 Glenwood Ave.
(Columbia)

D & D Dist. Co.
1601 Lyndale Ave.
(Pacific Jazz; Bethlehem; Gene Norman Presents; Blue Note; Roost; Prestige; Fiesta; Atlantic; Specialty; Gee; RPM; Modern; Vee-Jay; Aladdin; Dootone; Peacock; Duke; Apollo; American; Atco; Crescent; Parrot; Plymouth; Mardi-Gras; Rama; Ridgeway; Summit; Tico; Vita; Whippet; Zephyr; Ad-Lib)

Decca Dist. Corp.
17-19 E. Hennepin Ave.
(Decca)

F. C. Hayer Co.
250 Third Ave. N.
(RCA Victor; Camden, Vik)

Heilicher Bros. Inc.
119 N. Ninth St.
(Mercury; Wing; Emarcy; Childcraft; Blue Ribbon; Federal; DeLuxe; Peter Pan; Cole; Trans-World; Hi-Fi; King; Soma; Kem; Contemporary; Clef; ABC; Fantasy; G.T.J.; Diamond; Formal; Epic; Liberty; Wallis; Hummingbird; Tempo; Down Home)

Jather Distributing Corp.
21 E. Hennepin Ave.
(Abbott; ABC-Paramount; Americana; Am-Par; Barnett; Coronet; Criterion; Custom; Dauntless International; Tom Lehrer; Fabor; Folkrakt; Jazzman; MacGregor; Norgran; Old Timer; Polkaland; Quality; Rainbow; Regent; Remington; Sage & Sand; San Francisco; Savoy; Sets In Order; Soundbrook; Southland; SRC; Starday; Starlite; St. Olaf Choir; Sun; Sunset; Tahiti; Verve; Windsor; Word; Young People's; London International)

H. N. Lieberman Co.
257 N. Plymouth
(Coral; London; Dot; Cadence; Brunswick; Recoton; Bally; Fraternity; Melba)

Mercury Record Dist.
119 N. 9th St.
(King; Federal; De Luxe)

Sandel Company
42 Glenwood Dr.
(MGM; Kapp; Herald; Ember; Jubilee; Josie; Disneyland; RKO-Unique; Seeco; Chess; Checker; Audio Books)

MISSOURI

KANSAS CITY

Capitol Record Dist. Corp.
1527 McGee St.
(Capitol)

Choice Records Dist. Co.
321 Southwest Blvd.
(Epic; Okeh; King; Federal; DeLuxe; United; States; Choice; Reserve; Westport; Pep; Cavalier; Jay-Jay)

Columbia Records Dist.
1305 Grand Ave.
(Columbia)

Decca Dist. Corp.
611 E. 12th St.
(Decca)

Flemington Dist. Inc.
2560 Holmes St.
(Cardinal; Prestige; MGM; Century; Progressive; San Francisco; Key; Mardi Gras; Panart; Fiesta)

ST. LOUIS

Capitol Records Dist. Co.
1909 Washington Ave.
(Capitol)

Commercial Music Co.
2630 Olive St.
(Baton; Cardinal; Contemporary; Commodore; Cole; Crickett; Deed; Debut; Epic; Essex; Fantasy; Four Star; GTJ; Glory; Gotham; Hickory; London; Media; Norgran; OK; Old Timer; Pacific Jazz; Prestige; Rama; Rainbow; Rondo; Sets In Order; States; Sun; Sound; Teen; Tico; Unique; United; Vee-Jay; Verve; Music City)

Decca Dist. Corp.
701 N. 16th St.
(Decca)

Gay Music Co.
1722 Washington
(ABC-Paramount)

Interstate Supply Co.
4445 Gustine Ave.
(RCA Victor)

King Records
2112 Olive St.
(King; Federal; DeLuxe)

Mercury Distributing of St. Louis
1933 Washington St.
(Mercury)

Midwest Dist. Co.
2642-44 Olive St.
(Abbott; Ace; Apollo; Atco; Bally; Bullseye; Chart; Checker; Chess; Criterion; Dauntless International; Duke; Era; Excello; Fabor; Gene Norman Presents; Groove; Hi-Fi; Imperial; Josie; Jubilee; Modern; Nashboro; Old Town; Pilgrim; President; RPM; Real; Specialty; Storyville; Tom Lehrer; Vik; Vita; Whippet; Windsor; Ad-Lib)

Recordit Dist. Co.
5903 Southwest Ave.
(MGM)

Roberts Record Dist.
1722 Washington Ave.
(Aladdin; Broadcast; Coral; Dot; Cadence; Dootone; Republic; Sage & Sand; Original; Intro; Score; Peacock; Savoy; Record Guild of Am.; Brunswick; Herald; Western Jubilee; AA; Guyden; Majar; Clef; Wallis Original; Atlantic; Starlite; Starday; Hollywood; Bethlehem; Olympic; Down Home; Black Mountain; Parrot; Custom; Jazz At The Philharmonic; Spotlight; Southland; Kem; MacGregor; Roost; Jazz West; Savoy; Blue Note; ABC-Paramount; Jazz Man; Folkraft; Fraternity; San Francisco; Grand Award; Intro; Liberty; Money; Mickey Mouse Club)

MONTANA

BILLINGS

Central Dist. Co.
P.O. Box 1551
(Capitol; GTJ; Contemporary)

Heald Supply Co.
3008 First Ave. N.
(RCA Victor; Vik)

BUTTE

E & R Dist. Co.
15 E. Granite St.
(Decca; Coral; Brunswick)

GREAT FALLS

Music Service Co.
204 S. Fourth St.
(London; MGM; Mercury; Josie; Jubilee; Dot; Imperial; Abbott; 4 Star; Cadence; Fabor; Fantasy; Clef; Norgran; Gee; Verve; Kapp; Grand Award; Era; Starday; Hollywood)

NEBRASKA

OMAHA

Decca Dist. Corp.
911 Douglas St.
(Decca)

Murphy Sales Co.
711 S. 16th St.
(MGM)

Sidles Co.
7302 Pacific
(RCA Victor; Vik)

SHELTON

K & K Record Dists.
(Intrastate)

NEW HAMPSHIRE

MANCHESTER

Marvel Records
825 Elm St.
(Fraternity)

NEW JERSEY

NEWARK

All-State New Jersey Inc.
457-463 Chancellor Ave.
(London; MGM; Mercury; Clef; Kapp; Peter Pan)

Capitol Records Dist. Co.
83 Lock St.
(Capitol)

Cosnat Dist. Corp.
278 Halsey St.
(Atco; Brunswick; Cadence; Cavalcade; Criterion; Cole; Commodore; Custom Sound; Dana; Dot; Embers; Emenee; Era; Fiesta; Four Star; Fraternity; GTJ; Contemporary; Hi-Fi; Jubilee; Jazzology; Josie; Kem; Monogram; Norgran; Gene Norman; Paragon; Pilgrim; President; Rainbow; Ridgeway; Ritmo; Sage & Sand; Seeco; Vanity Fair; Urania; Verve; Summit Sound; Storyville; Jay Dee; Today's Records; Whippet; Vanguard; Version; Down Home)

Dance Record Dist.
1161 Broad St.
(Folkraft; Rock Candy; Balance; Harmonia; Sonart; Shaw; Longhorn; Hoedown; Black Mountain; Balkan; Crystal; Kolo Festival; Swiss Festival; MacGregor; Old Timer; Windsor; Western Jubilee; Smart; Rondo; Stanchel; Kismet; Alamar; Guyden; J-L).

Decca Dist. Corp.
81 Emmet St.
(Decca)



Current Hit

"GIVE US THIS DAY"

b/w

"How Lucky You Are"

MGM 12288; K12288

Record Distributors

And The Lines They Handle

Essex Dist.
114 Springfield
(Aladdin; Apollo; Atlantic; ABC-Paramount; Bethlehem; Checker; Chess; DeLuxe; Duke; Epic; Fantasy; Federal; Gee; Herald; Imperial; King; Liberty; Mardi-Gras; Modern; Okeh; Pacific Jazz; Peacock; RKO-Unique; RPM; Savoy; Specialty; Stella; Tico; Vee-Jay; Prestige; Old Town; United; States; Rama; Glory; Sun; Excello; Roost; Baton; Groove; Nashboro)

Krich-New Jersey, Inc.
428 Elizabeth Ave.
(RCA Victor; Vik)

Laredy Record Dist. Corp.
46 Green St.
(Dolphin; Fortune; Vox; Bally; Grand Award)

Times-Columbia Dist.
350 Halsey St.
(Columbia)

NEW YORK

ALBANY

Decca Dist. Corp.
320 Broadway
(Decca)

RTA Dist., Inc.
36 Broadway-Menands
(RCA Victor; Vik; Groove)

Roskin Bros., Inc.
1827 Broadway
(Columbia)

Leonard Smith Inc.
30 No. Third St.
(Abbott; Ampar; Ad Lib; Bethlehem; Cadence; Cash; Checker; Chess; Children's Record Guild; Cricket; Criterion Hawaiian; Cross Country; Dot; Duke; Epic; Era; Fabor; Herald; Fi-Fi; Imperial; Jan; Liberty; Little Golden; MacGregor; MGM; Montilla; Norgran; Gene Norman Presents; Okeh; Pacific Jazz; Parakeet; Plymouth; Prestige; Regent; Roost; Royale; Sage & Sand; Savoy; Seeco; Sound; Starday; Stella; Storyville; Summit; Sun; Urania; Vanguard; Varsity; Verve; Wallis Original; Wheeling; Young Peoples; Stella; American; Dolphin; Melba; Progressive)

Seaboard Dist. Co.
1044 Broadway
(Coral; King; Federal; DeLuxe; Atlantic; Kapp; Gee; RPM; Modern; Down Home; Dana; Vox; Grand Award; Jubilee; Josie)

BUFFALO

Capitol Records Dist. Co.
769 Main St.
(Capitol)

Decca Dist. Corp.
1233 Main St.
(Decca)

Faysan Dist. Inc.
506-20 Seventh St.
(ABC-Paramount; Ad Lib; Aladdin; American; Apollo; Atlantic; Atlas; Beacon; Bethlehem; Blue Lake; Blue Note; Cat; Cavalcade; Contemporary; Dawn; Deed; Dee Gee; Dig; Dixie; Dot; Esoteric; Fantasy; Flip; GTJ; Hickory; Hi-Fi; Hull; Intro; Jay-Dee; Jazz West; Josie; Jubilee; Key; Key-Note; Liberty; Melba; New Jazz; Norgran; Old Town; Pacific Jazz; Pacific; Parrot; Paradise; Prestige; Rainbow; Regent; Riverside; Roost; Savoy; Seeco; Signal; Starlite; Storyville; Sunset; Sycamore; Tiara; Tin Pan Alley; Trans-World; Tuxedo; Urania; Vanguard; Verve; Vita; Walden; Westminster; Progressive; ABC Recording)

King Records
814 Main St.
(King, Federal; DeLuxe)

Lyric Dist. Corp.
18 East Tupper St.
(Bally; Epic; Era; Fraternity; Gee; Okeh; Jubilee; AA; Diamond; Josie; Old Town; Pilgrim; Point; Premium; Tampa; Rama; Sun; Unique; Vik; Cross Country)

Melody Dist. Corp.
881 Main St.
(Abbott; Brunswick; Cadence; Coral; Dana; Dootone; Duke; Herald; Modern; Peacock; RPM; Atco; Baton; Chess; Checker; Excello; Groove; Imperial; Nashboro; Specialty; States; United; Vee-Jay; Ember; Era; Starday; Hollywood)

M & N Dist. Co.
620 Washington St.
(London; MGM; Wallis Original; Kapp; Nocturne; Grand Award)

Metro Dist. Inc.
852 Main St.
(Mercury; Clef; Record Guild of Am.; Golden Record Chests; Wing)

RCA Victor Dist. Co.
1680 Walden Ave.
(RCA Victor)

Seeway Dist. Inc.
730 Main St.
(Columbia)

Tracey-Mitchell, Inc.
7th & Jersey
(Ad-Lib)

FAR ROCKAWAY

Harlem Hit Parade
212 Carnega Ave.
(Modern; RPM; Aladdin; Score; Chess; Checker; Nashboro; Excello; Intro; Meteor; Vee-Jay; Atlantic; United; States)

NEW YORK CITY

Affiliated Publishers, Inc.
630 Fifth Ave.
(Bell; Golden)

Alpha Distributing Co.
457 W. 45th St.
(Abbott; Ansonia; Apollo; Atco; Baton; Cadence; Checker; Chess; Excello; Fortune; Groove; Hull; Imperial; Melba; Modern; Nashboro; Old Town; Specialty; Stella; Sun; Unique; Vee-Jay; Vita; Music City; Ember; Cavalier)

Bruno-New York, Inc.
460 W. Thirty-Fourth St.
(RCA Victor)

Capitol Records Dist. Co.
253 W. Sixty-Fourth St.
(Capitol)

C&S-International
488 Madison Ave.
(Tico; Rama; Gee)

Antonio Contreras
225 West 68th St.
(Marilu Records)

Coral Records, Inc.
820 10th Ave.
(Coral; Brunswick; Copley)

Cosnat Dist. Co.
315 W. Forty-Seventh St.
(Ardell; Atlantic; Cole; Commodore; Criterion & Tahiti; Custom Sound; Dot; Herald; Fraternity; Glory; GTJ; Hi-Fi; Hollywood; Down Home; Monogram; Norgran; Gene Norman Presents; Original; President; Rainbow; Red Robin; Sage & Sand; Seeco; Urania; Vanguard; Version; Amberg; Dana; Jubilee; Josie; Verve; Jazzology; Pilgrim; UTC; Summit Sound; Transworld; Holiday; Starday)

Decca Dist. Corp.
51-11 Queens Blvd.
(Decca)

Green Bros.
101 West 31st St.
(Success; Holmes Royal)

Ideal Record Products
549 W. 52nd St.
(MGM; Bally)

International Dist.
762 Tenth Ave.
(Kingsway)

King Records, Inc.
565 Tenth Ave.
(King; Federal; De Luxe)

London Record Dist. Co.
541 W. 25th St.
(London; Fraternity)

Malverne Dist. Inc.
424 W. Forty-Ninth St.
(Wallis Original; Fantasy; Clef; Liberty; Pacific Jazz; Kapp; Bethlehem; Mardi-Gras; Sound; ABC; Era; Grand Award; San Francisco; Sunset; Starlite; Vik)

Melody Record Supply, Inc.
693 Tenth Ave.
(Royale; Varsity; Gramaphone; SMC; Coda; Cricket; Golden Treasure Chests; Little Golden Records; Bell; Puchito; Parakeet; Canary)

Mercury Record Dist.
721 11th Ave.
(Mercury)

Pocket Books, Inc.
630 Fifth Ave.
(Bell)

Polyvox Records Inc.
236 W. 55th St.
(Vox)

Portem Distributing
733 11th Ave.
(Argo; Ad Lib; Aladdin; American; Bacchanal; Blue Note; Cash; Composers Records; Davis; Debut; Dig; Duke; Epic; Flip; Gotham; Grand; Jay-Dee; Jazz West; Keynote; Legend; Money; Okeh; Paragon; Peacock; Premium; Prestige; Pro-Musica; Roost; RPM; Savoy; Score; Signal; Storyville; Tampa; Transition)

Rival Dist.
107 E. 110th St.
(Fiesta; Marvela; Rival; Mardy; Riney; Mardi Gras; Alberto; Guaeani)

Sorority-Fraternity Record Co.
12 W. 117th St., Suite 5E
(Co-Ed; Two Gents)

Stanley-Lewis
642 Tenth Ave.
(Classic Editions; Period; Walden; A-440; Music Minus One; Bartok; Bach Society; Eterna; Elektra; Festival; Oxford; New Editions; Oceanic; Perspective; Program; Rachmaninoff; Renaissance; Stradivari; Valdocay; Philharmonia; Westminster)

Tico Dist. Co.
220 W. 42nd St.
(Gee)

Times-Columbia Dist., Inc.
353 Fourth Ave.
(Columbia)

ROCHESTER

Paul Bachman
6 Idlewood Lane
(Vox)

SYRACUSE

Morris Dist. Co.
1153 W. Fayette St.
(RCA Victor)

Onondaga Supply Co., Inc.
344 W. Genesee St.
(Columbia)

NORTH CAROLINA

CHARLOTTE

Bertos Sales Co.
2214 W. Morehead St.
(Jubilee; Mercury; Chess; Checker; Cardinal; Glory; Clef; Excello; United; Nashboro; States; Okeh; Epic; Josie; Crown; Emarcy; Storyville; Cadence; Starday; Vee-Jay; Fraternity; Verve; Fortune; Prestige; Ember; Herald; Hollywood; Grand Award; Request)

Capitol Records Dist. Co.
614 W. Morehead St.
(Capitol; Cetra)

Carol Dist. Corp.
124 W. Morehead St.
(Decca)

F & F Enterprises
803 S. Cedar St.
(Apollo; Wallis Original; Brunswick; Fabor; Bethlehem; Duke; Cat; Blue Note; Fiesta; Kapp; Blue Lake; Liberty; Regent; Baton; Gee; Nocturne; Meteor; Rainbow; Ronnex; Big; Southland; Jazzman; Empirical; Vaya; Coral; Atlantic; Fantasy; Bally; Peacock)

King Record Dist.
819 W. Morehead St.
(King; Federal; De Luxe)

Mangold Dist. Co.
2212 W. Morehead St.
(Atlantic; Dot; MGM; London; Modern; RPM; Sun; Imperial; Dootone; Norgran; Specialty; GTJ; Hickory; Pacific Jazz; Contemporary; ABC-Paramount; Down Home; Era; Hi-Fi; Old Town; Grand Award; Vik; Cavalier)

Southern Bearings & Parts Co.
500 N. College St.
(Columbia)

Southern Radio Co.
1625 W. Morehead St.
(RCA Victor; Groove)

GREENSBORO

Southland Music Merch. Co.
526 South Elm St.
(Young People's; Children's Record Guild; Peter Pan; Audio Book Records; Living Language; Credman)

OHIO

CINCINNATI

A & I Record Dist. Co.
521 W. Sixth St.
(Aladdin; Apollo; Prestige; Savoy; Gotham; Cardinal; Okeh; United; Flair; Peacock; Duke; Herald; Rama; Pacific Jazz; Tico; Fortune; Vee-Jay; States; RPM; Epic; Jay Dee; Modern; Sage & Sand; Herald; Hollywood; Crown; Flair; Groove; Storyville; Original; Gee; Vik; Norgran; Music City; Old Town; Starday; Hi-Fi; Cavalier)

Capitol Records Dist. Corp.
815 Sycamore St.
(Capitol)

Decca Dist. Corp.
Sixth & Court Sts.
(Decca)

Hit Record Dist. Co.
1043-1045 Central Ave.
(Atlantic; Blue Note; Baton; Cadence; Dot; Fabor; GTJ; Contemporary; Kapp; Lehrer; Rainbow; Specialty; Starlight; Dauntless; International; ABC-Paramount)

Home Products, Inc.
Columbia Record Div.
901 Broadway
(Columbia)

King Records, Inc.
1540 Brewster Ave.
(King; Federal; De Luxe)

Ohio Appliances, Inc.
804-808 Sycamore St.
(RCA Victor)

Sanborn Music Co.
25 W. Court St.
(London; MGM; Vox; Bethlehem; Dolphin)

Jimmie Skinner Music Center
222 East 5th St.
(Blue Hen; Cross Country)

State Record Dist.
12 W. Court St.
(Abbott; Coral; Big; Chess; Fraternity; Ember; Liberty; Checker; Nashboro; Excello; Sun; Jubilee; Josie)

Supreme Dist Co.
1000 Broadway
(Mercury; Clef; Verve; Down Home; Bally)

CLEVELAND

Benart Dist. Co.
327 Frankfort Ave.
(Dot; AA; Abbott; Peacock; Wallis Original; Prestige; Baton; Duke; Crown; RPM; Flair; Mardi Gras; Cardinal; Liberty; Meteor; Ambassador; Aladdin; Dootone; Guyden; Cadence; Imperial; ABC-Paramount; Era; Bally; Savoy; Melba; Atco; Flip; Grand Award; Cash; Chart; Deed)

Capitol Records Dist. Corp.
1027 E. St. Clair Ave.
(Capitol)

Tex Clark Record Center
8819 Hough Ave.
(Blue Hen)

Cosnat Dist. Corp.
1233 W. 9th St.
(Jubilee; Atlantic; Fabor; Cat; Josie; Glory; Gene Norman; Old Town; Coral; Rainbow; Dana; Herald; Starday; Commodore; Monogram; Original; Paragon; Hollywood; Chess; Clef; Checker; Specialty; Norgran; Sun; Showtime; Ritmo; Red Robin; Roost; Seeco; Starlite; Storyville; Brunswick; Nocturne; Fraternity; Gee; Ember; Modern; Down Home; Hi-Fi; Verve; Music City; Request)

Custom Dist., Inc.
1735 Chester Ave.
(Epic; Kapp; Excello; Nashboro; Hickory; Groove; Gotham; Fortune; Okeh; Fiesta; Vik; Reserve; Dauntless; International; Unique; Vita; Diamond; Tampa; Rim; Copley; Barkley; Ad-Lib)

Decca Dist. Corp.
746 W. Superior Ave.
(Decca)

King Records
1714 Chester St.
(King; Federal; De Luxe)

Main Line Cleveland, Inc.
1260 E. 38th St.
(RCA Victor)

Sanborn Music Co.
736-38 N.W. Superior Ave.
(London; MGM; Vox; Dolphin)

Seaway Dist.
620 Frankfort Ave.
(Columbia)

DAYTON

Sanborn Music Co.
439 E. Third St.
(London; MGM; Vox)

HUBBARD

"Music-Please" & "Records" Co.
Box 228
(Broadway; Chess; Checker; Vee-Jay; Apollo; Aladdin; Jazz-West; Dootone; Intro; Rainbow; Old-Timer; Barnett; Dauntless-International; Score; Todays; Crickett; L-P; Remington)

OBERLIN

Radio Station WOBC
163 West College St.
(Yeoman)



From Any Angle . . . . .

AMERICA'S GREATEST VOCAL COMBINATION

THE FOUR ACES

Best Wishes Music Dealers on your Annual Convention
Happy 14th Anniversary
Cash Box

current release

"I ONLY KNOW I LOVE YOU"

and

"DREAMER"

Decca 29989

●

personal management
HERB KESSLER

Record Distributors

And The Lines They Handle

SHAKER HEIGHTS

Ohio Record Dist. Co.
2539 N. Moreland Blvd.
(Fantasy; United; States; Pacific Jazz; GTJ; EmArcy; Contemporary; Wing; Vee Jay; Blue Note)

TOLEDO

Main Line Dist. Inc.
380 South Erie St.
(RCA Victor)

Ben Rubin Dist. Co.
1034 Grand Ave.
(Decca)

OKLAHOMA CITY

A-1 Record Dist.
602 N. Hudson
(Atlantic; Fraternity; Specialty; RPM; Vee-Jay; Aladdin; Prestige; Jubilee; Josie; Peacock; Duke; Hollywood; Starday; Ace; Dig; Flip; Imperial; Modern; Chess; Checker; Epic; Rainbow; Okeh; Argo)

B & K Dist. Co.
608 N. Hudson
(Chess; Checker; MGM; Abbott; Fabor; Modern; Flair; Crown; Nashboro; United; States; Dootone; Excello; Old Timer; ABC-Paramount Cash; Money; Rama; Gee; Liberty; Atco; Bethlehem; Tico; Melba; Herald; Ember; Argo; Tampa; Old Town)

Capitol Record Dist. Co.
1219 W. Main St.
(Capitol)

Dulaney Dist. Corp.
100 N.W. 44th St.
(RCA Victor; Groove)

King Records
612 N. Hudson
(King; Federal; De Luxe)

Leo Maxwell Co., Inc.
409 Classon Blvd.
(Decca; Coral)

Miller-Jackson Co.
111-115 E. California St.
(Columbia)

Oklahoma Record & Supply Co.
512 N. Hudson
(A. C. Barnett Specialty Records; Cadence; Glory; Fantasy; Epic; Okeh; Dot; Hickory; Kapp; London; Mercury; Vik; Sun; Record Guild of America; Transworld; Baton; Era; Savoy; Grand Award; ABCO; Wing; Verve)

OREGON

PORTLAND

B. G. Record Service
337 N.W. 6th Ave.
(Aladdin; Abbott; Ace; Aeolian; Skinner; Ambassador; Apollo; Aragon; Art; Atlantic; Audio Fidelity & Rarities; Baton; Bell; Big Town; Black Mountain; Blue Ribbon; Bowery; Broadcast; Bruce; Bullet; Cardinal; Cash; Cat; Century; Chance; Chess; Checker; Children's Record Guild; Circle; Coast; Coda; Combo; Coronet; Crest; Criterion; Crown; Crystallete; Dauntless International; Deed; Dee Gee; Derby; Diamond; Discovery; Discuriosities; Dot; AA; Dixieland; Jubilee; Down Home; Ekko; Excello; Exclusive; Fabor; Fantasy; Fiesta; Flair; Flip; FM; Fortune; 4 Star; 49th State; Frolic; Gaare; Galaxy; Gavotte; Giltedge; Glory; Golden Gate; Gotham; Grand; Groove; Guyden; Hansen; Harmony; Herald; Hollywood; Hub; Hull; Imperial; International Sacred; Intro; Japan; Japanese Song; Jay; Jay Dee; Jazz Man; Jazz West; Jewell; Job; Jubilee; Kapp; Kem; Key; King Jazz; Lamp; Tom Lehrer; Look; Mars; Major; Media; Mercer; Meteor; Million; Modern; Monarch; Money; Mood; Mt. Dew; Musart; Music City; Nashboro; New Disc; New Jazz; Nocturne; Orpheus; Old Town; Olympic; Original; Oroco; Parakeet; Parrot; Pearl; Peerless; Pic; Prestige; Rainbow; Rama; Red Barn; Red Robin; Regal; Regent; Replica; Republic; Riverside; RPM; Robt. Rheims; Rondo; Roost; Rose City; S&G; Savoy; Score; Sims; Skylark; SMC; Southland; Spark; Specialty; SRC; Standard; Starday; States; Starlite; Storyville; Sun; Sunset; Swingtime; Sycamore; Tennessee; Tico; Trend; Trumpet; United; Universal; Unique; Vantage; Va Ya; Vee-Jay; Wallis; Yodel Melody; Young People's; Zodiac)

R. F. Jones Co.
1200 S. E. Morrison
(Bally)

North Pacific Supply Co.
2950 N.W. 29th Ave.
(RCA Victor; Vik; Groove)

Richter Record Dist. Co.
2115 N. W. Northrup St.
(MGM; MacGregor; Western Jubilee; GTJ; Contemporary; Pacific Jazz; Remington; Plymouth; Gene Norman Presents; Custom; Tempo; Grand Award; Liberty; Summit; Accent)

PENNSYLVANIA

ERIE

Fred Obendorfer
2922 Maple St.
(Bowery)

HARRISBURG

Decca Dist. Corp.
63 S. 10th St.
(Decca)

D & H Dist. Co.
2535 N. Seventh St.
(RCA Victor)

PHILADELPHIA

Edw. S. Barsky, Inc.
2522 N. Broad St.
(MGM; Kapp; Liberty; YPR; CRG; Golden; Starlite; Sunset; Dolphin; Casino; Hickory)

Capitol Records Dist. Co.
1343 W. Cumberland St.
(Capitol)

Cosnat Dist. Co.
1710 North St.
(Dot; Atlantic; Jubilee; Rainbow; Dana; Herald; Glory; Gene Norman; Starday; GTJ; Grand Monogram; Contemporary; Hollywood; Sound; Josie; Clef; Norgran; Hi-Fi; Kem; Rainbow; Fraternity; Cat; Original; Sage & Sand; Ridgeway; Verve; Down Home; Crest; Fantasy; Lindwood; President; Premium; Sound; Tahiti; Urania)

Decca Dist. Corp.
1934 Arch St.
(Decca)

Elmar Dist. Co.
17 S. 21st St.
(Angel)

Gotham Record Corp.
1626-32 Federal St.
(Baton; Cardinal; Checker; Chess; Duke; Excello; Gotham; Nashboro; Modern; Pacific Jazz; Peacock; Prestige; RPM; SMC; 20th Century; Vee-Jay; Coda; Era; Tuxedo; Fiesta; Advance; Ad-Lib)

King Records
1242 N. Broad St.
(King; Federal; De Luxe; 4 Star)

Lesco Dist.
17 S. Twenty-First St.
(Bach Guild; Sounds of our Times; Vanguard; Vox; Westminster; Choo Choo Train; Dauntless International; Rivoli; Tom Lehrer Songs; Audio Rarities; Discuriosities; Doubleday; Henry Holt; Barnett; Ficker; French; Sabra; Book; Jump; Art; Audio Fidelity; Copley; Kinor; Jewish Music Documentary Soc.; Tikva; Little Golden; Cricket; Harvard University Band; Aeolian Skinner; Moeller; Replica; Audio Masterworks; Bornand Music Box; Weathers; Caedmon; Concert Hall; Storyville; Grand Award; Jay-Jay; Allo; Cole; Big; Cavalier)

Stuart F. Louchheim Co.
1229 N. Broad St.
(Columbia)

Maser Music Pub. Corp.
1206 Commercial Trust Bldg.
15th & Market St.
(GMP; Vod-Vil; Hokem; Co-Op)

Marnel Dist.
1622 Fairmont Ave.
(Aladdin; Epic; Okeh; Folkway; Imperial; Specialty; Bethlehem; Blue Note; London International; Regent; Atco; Dootone; Piney; Logan; Record Guild of America; American Recording Artists)

Mercury Dist. of Philadelphia, Inc.
835 N. Broad St.
(Mercury; Wing; Emarcy)
Musicart Records
1715 Chestnut St., Dept. 204
(Musicart; Reliance; Silver Song; Picture; Pops; Bingo)

David Rosen, Inc.
855 N. Broad St.
(Mardi Gras; Wallis; Teen; Bally; Music City; United; States)

Raymond Rosen & Co.
2121 Market St.
(RCA Victor; Vik)

J. H. Sparks
161B N. Broad St.
(London; Coral; Brunswick)

Universal Record Dist.
1330 W. Girard Ave.
(Cadence; Groove; ABC-Paramount; Gee; Ember; Old Town; Apollo; Andrea; Combo; Dawn; Deed; Diamond; Dragon; Empire; Flip; Hull; Jan; Melba; Rama; Seeco; Spotlight; Tampa; Teenage; Tico; Trans-world; Urania; Utopia)

PITTSBURGH

Alco Record Dist. Co.
906 Forbes St.
(ABC-Paramount; Starday)

Capitol Records Dist. Co.
2020 W. Liberty Ave.
(Capitol)

Danforth Corp.
6500 Hamilton Ave.
(Columbia)

Decca Dist. Corp.
923 Pennsylvania Ave.
(Decca)

East Coast Dist.
633 Liberty Ave.
(Fantasy; Tape; Square Dance; Cole; Statler; Velmo; Totten; S & R; Signal; Progressive; Starlite; Ad-Lib)

Forbes Record Dist.
90B Forbes St.
(Cadence; Atlantic; Fraternity; Kapp; Mardi Gras; Hi-Fi; Grand Award)

Hamburg Bros.
213 Galveston Ave.
(RCA Victor)

Leslie Dist. Co.
2231 5th Ave.
(Verve)

Portal Dist. Co.
592B Kirkwood St.
(Vik; Epic; Groove; American; Hansen; Wallis; Summit; Spotlight; Musico; Unique; Reserve; Fiesta; Seeco; Plymouth; Disneyland; Casino; Vita; President; Guild Films; Copley; Hickory; Wheeling; Criterion; Cross Country; Request)

R B S Dist. Co.
2014 5th Ave.
(Gee; Specialty; Chess; Checker; Vee-Jay; Aladdin; Apollo; Cash; Old-Town; Melba; Rama; United; Herald; Modern; Whippet; Combo; Round-Up; States; Baton; Ace; Bullseye; Tico; Nashboro; Hollywood)

Record Dist.
2226 Fifth Ave.
(Jubilee; Josie; Dana; Liberty)

Sanborn Music Co.
906 Federal St. NS
(London; MGM; Vox; Audio-Book; Holt; Dolphin)

Standard Dist. Co.
1705 Fifth Ave.
(Abbott; Atco; Cardinal; Coral; Dootone; Dot; Era; Fabor; Flip; Glory; Imperial; Peter Pan; RPM; Savoy; Sun; Tampa; Bally; Music City)

RHODE ISLAND

PAWTUCKET

Conte Distributors
61 Division St.
(Grenoble)

PROVIDENCE

Eddy & Co., Inc.
43 Hospital St.
(RCA Victor)

TENNESSEE

GALLATIN

Randy's Record Dist.
321 W. Main St.
(Atlantic; Dot; Jubilee; Peacock; Josie; Duke; Apollo; Checker; Chess; Imperial; Flair; Sun; Chance; Gotham; 20th Century; Modern; Hollywood; RPM; Meteor; United; States; Vee-Jay; Savoy; Aladdin; Intro; Score; Herald; Nashboro; Excello; Specialty; Dootone; Ember; Old Town; Baton; Starday)

KNOXVILLE

McClung Appliances
310 Georgia St.
Box 3266
(RCA Victor; Groove; Camden)

MEMPHIS

Capitol Records Dist. Corp.
786 Madison Ave.
(Capitol)

Glen Allen Co., Inc.
1150 Union Ave.
(Aladdin; Atlantic; Score; Wallis Original; Windsor; Cardinal; Norgran; Hickory; Original; Fabor; Clef; JATP; GTJ; Kapp; Contemporary; Dootone; Prestige; Hi-Fi; Liberty)

King Records
1092 Union Ave.
(King; Federal; De Luxe)

McDonald Bros. Co., Inc.
994 S. Bellevue
(RCA Victor; Groove)

Music Sales Co.
1117 Union Ave.
(Abbott; Apollo; Blackwood Bros.; Wing; Vik; ABC-Paramount; Bally; Mercury; Fraternity; Down Home; Music City; Grand Award; Crown; Checker; Chess; Dot; Duke; Cadence; Era; RPM; Flair; Herald; Hollywood; Imperial; Excello; Baton; MGM; Modern; Nashboro; Peacock; Record Guild (Kiddie); Jubilee; Josie; Savoy; Specialty; Starday; States; Starlite; Sun; United; Vee-Jay; Meteor)

One Spot Record Dist.
10B7 Union Ave.
(Gee, Jubilee; Josie; Fortune; Ember; Old Town; Pacific Jazz; Dawn; GTJ; Aladdin; Chart; Cavalier)

Stratton-Warren Hardware Co.
37 E. Carolina Ave.
(Decca; Coral; Brunswick)

Woodson & Bozeman, Inc.
733 So Somerville St.
(Columbia; Okeh; Epic)

NASHVILLE

Buckley Dist. Co.
1707 Church St.
(Chess; Checker; Vee-Jay; Duke; Peacock; Sun; Atlantic; Dootone; Savoy)

Ernie's Record Mart
179 3rd Ave. N.
(Apollo; Hollywood; Dootone; Meteor; Gotham; Herald; 20th Century; Savoy; United; States; Vee-Jay; Aladdin; Dot; Score; Intro; Money; Starday; Million; Showtime; Decca; Argo; Capitol; Columbia; Victor; MGM; Mercury; Epic; Vik; Coral; King; Federal; Modern; Chess; Checker; RPM; Flair; Nashboro; Excello; Sun; Peacock; Duke; Imperial; Atlantic; Specialty; Josie; Atco)

King Records, Inc.
1805 Church St.
(King; Federal; De Luxe)

Music City Record Dists:. Inc.
B0 Lafayette St.
(Abbott; Fabor; Atlantic; Blackwood; Mercury; Cat; Checker; Chess; Fantasy; Republic; Baton; Media; Parakeet; Canary; Daniel; Dot; Duke; Herald; Hollywood; Imperial; Jubilee; Josie; Aladdin; Nashboro; Excello; Kapp; Pacific Jazz; Peacock; Starday; Sun; Peter Pan; Vee-Jay; Cash; Combo; Money; Wing; Fraternity; Specialty; RPM; Modern; Duke; Ember; Old Town; ABC-Paramount)

TEXAS

DALLAS

Adleta Co.
1914 Cedar Springs
(RCA Victor; Groove)

Big State Distributing Co.
1550 Edison St.
(Coral; Dot; Apollo; Glory; Cadence; Atlantic; Broadcast; Checker; Chess; Okeh; Brunswick; Specialty; Storyville; Nashboro; Excello; Republic; Duke; Peacock; Epic; Sun; Starlite; Starday; Hickory; Aladdin; Intro; Modern; RPM; Crown; Flair; Fantasy; ABCO; Comet; Vik; Atco; Cash; Cat; Epic; Flip; Grand Award; Hollywood; Imperial; Verve; Ridgeway; San Francisco; Vee-Jay; Wallis; Prestige: Lin; Crest; Post; Sunset)

Capitol Records Dist. Corp.
1801 N. Industrial Blvd.
(Capitol)

Century Dist., Inc.
137 Glass St.
(ABC-Paramount; Fraternity; Kapp; Gee; Mardi-Gras; Dootone; Bally; Jubilee; Josie; Music City; Fortune; United; States; Herald; Ember; Era; Baton; Dawn; Seeco; Liberty; Ace; Atlas; Betheleham; Calvert; Chart; Cole Square Dance; Deed; Four Star; Gotham; Kem; London International; Mardi Gras; Melba; Montilla; Old Timer; Parrot; Progressive; Rainbow; Rama; Ronel; Rio; Sacred; Savoy; Simon & Shuster; Skylark; Sound; Tampa; Tico; Tuxedo; Vita; Western Jubilee)

Cook Dist.
2200 Irving Blvd.
(Mercury)

Decca Dist. Corp.
139 Cole St.
(Decca)

Thanks

RECORD DEALERS, DJ'S AND OPS
FOR A RECORD BREAKING YEAR

Grateful Acknowledgment to
the Nation's DJ's for award

No. 1 MOST PROGRAMMED SMALL INSTRUMENTAL GROUP IN AMERICA (2nd Consecutive Year)



Bill Haley and his Comets

20th STRAIGHT HIT ON DECCA

"TEEN AGER'S MOTHER"
(Are You Right?)

and

"RIP IT UP"

DECCA 30028

Bookings
JOLLY JOYCE
NEW YORK
1619 B'way
PHILADELPHIA
1001 Chestnut St.

Personal Director
JAMES H. FERGUSON

Public Relations
PINE ASSOCIATES
67 W. 44 St., N. Y.

DECCA RECORDS

Record Distributors

And The Lines They Handle

Dobbs of Dallas
1616 N. Industrial Blvd.
(MGM; Dolphin; Liberty)

King Records, Inc.
1632 Irving Blvd.
(King; Federal De Luxe)

Medaris Co., Inc.
1202 Dragon St.
(Columbia)

Texas Records, Inc.
2207 Cedar Springs Rd.
(London)

EL PASO

Boyd-Harbaugh Inc.
1B30 Mills St.
(Capitol)

Country Record Distributors
8304 Mt. Latona Rd.
(Bowery; Hickory)

Frontier Dist. Co.
1200 E. Missouri
(MGM; Vik; Music City; Grand Award)

M. B. Krupp Dist.
309 So. Santa Fe St.
P. O. Box 951
(Abbott; Dot; Fabor; 4 Star; Imperial; Sage & Sand; Starday; Sun; Aladdin; Atlantic; Baton; Cat; Checker; Chess; Combo; Dootone; Duke; Excello; Fleir; Herald; Jay Dee; Jubilee; Josie; Modern; Money; Peacock; RPM; Savoy; States; United; Tico; Rama; Gee; Vee-Jay; Black M.; Broadcast; Crystal; Folkcraft; Nashboro; Intro; Longhorn; MacGregor; Old Timer; Sets In Order; Lloyd Shaw; Western Jubilee; Windsor; Square Dance; Books; Rainbow; Custom; Contemporary; Fantasy; GTJ; Pacific Jazz; Prestige; Starlite; Record Guild (Children); Starbright; Cardinal; Crown; Kapp; Media; Alegre; Azteca; Colonial; Corona; Coronado; Falcon; Fiesta; Globe; Ideal; Peerless & Coast; Okeh; Real; Seeco; Hickory; Ember; Argo; Crest; Melba; Atco; Verve; Transworld; Audio Fidelity; Hi-Fi; Liberty; Era; Flip; ABC-Paramount; Down Home; Old Town; Hollywood; Clef; Norgran; Kapp; Cavalier)

Albert Mathias Co.
113 S. Mesa
(Columbia)

Midland Specialty Co.
425 W. San Antonio St.
(RCA Victor; Groove)

Momsen, Dunnegan, Ryan Co.
800 E. Overland St.
(Decca)

Record Dist. Co.
1200 E. Missouri St.
(Vik)

Sunland Supply Co.
1200 E. Missouri St.
(London; Coral; Wallis Original; Brunswick; Specialty; King; Federal; De Luxe; Cadence; Bethlehem; Peter Pan; Epic)

HOUSTON

Acme Dist. Co.
1018 McGowan Ave.
(Good Time Jazz; Contemporary; Riverside; Imperial Folk Dance; Bethlehem; Coast; Dawn; Fantasy; Soma; Parakeet; Fiesta; Montilla; Puchito; Transition)

H. W. Daily
314 E. Eleventh St.
(MGM; Okeh; Dot; Glory; Baton; Chess; Checker; United; States; Starday; Epic; Hickory; Apollo; Hollywood; Vee-Jay; Vik; Atco; Chart; Crest; Prestige; Blue Note; Vanguard; Dauntless; Esoteric; Verve; Storyville; Grand Award; Old Town)

King Records
1904 Leeland Ave.
(King; Federal; De Luxe)

Lone Star Records
2009 Ebony St.
(Lin; Fabor; Tampe; Olympic; Abbott; Liberty; Era; Seeco; Starlite; Vita; Fraternity; Gee; American; Cue; Today; Key; Rama; Reserve; Million; Skylark; Sunset)

United Record Dist.
1902 Leeland Ave.
(Atlantic; Coral; Peecock; Cadence; Dootone; Jubilee; Josie; Savoy; RPM; Crown; Trumpet; Sun; Kapp; Herald; Specialty; Brunswick; Ember; Aladdin; Nashboro; Excello; Duke; Modern; Ace; ABC-Peremount)

J. A. Walsh & Co.
4301 Gulf Freeway
P. O. Box 1657
(RCA Victor; Groove)

SAN ANTONIO

General Appliance Co.
906 Nolan St.; P. O. Box 6B8
(Decca)

Santone Sales Co.
412 S. Main St.
(Capitol; Real; Azteca; Colonial; Sarg)

The Perry Shankle Co.
1B01 So. Flores St.
(RCA Victor; Groove; Camden)

SAN BENETO

Rio Grande Music Co.
P. O. Box 861
(Ideal; Peerless; Torero)

WACO

Word Records
2420 Dutton
(Elektra; Verve; Westminster; Clef; Norgran; Down Home; GTJ; Contemporary; Vox; Pacific Jazz; Hi-Fi; Cook; Caedmon; Bartok; Boston; CRG; YPR; Word)

UTAH

SALT LAKE CITY

Cordova's
543 W. 3rd North
(Sun; Rainbow; Orbit; Starday; Panart; Ultimo; Montilla; Imperial; Continental; Crystalette; Money)

El Rancho Cordova
543 W. 3rd North
(Ideel; Falcon; Corona; Peerless; Seeco; Real; Tico; Fiesta; Azteca; Colonial; Sarg; Globe; Dawn; Pop Sacred; Maze; Blend; Cash)

Flint Dist. Co.
316 W. 2nd St.
(RCA Victor; Vik; Camden; Groove)

R. F. Jones Co.
127 E. 2nd St.
(Bally)

E. E. Pritchett
622 South State St.
(Capitol)

Salt Lake Hardware Co.
P. O. Box 510
(Decca)

Standard Supply Co.
225 E. 6th So. St.
(Columbia)

Zion Dist. Co.
515 E. 7th St. S.
(King; Federal; De Luxe; Fraternity; Kapp; Gee; Prestige; Fantasy; Jubilee; Josie; Era; Pacific Jazz)
SMC; Dana; Parade; Atlantic; Pathe; Peter Pan; Children's Record Guild; Young People's; Little John; Vox Music Master Alb.; Disques Pierrot; Banner; Standard; Polo; Argee)

VIRGINIA

RICHMOND

Allen Dist. Co.
420 W. Broad St.
(Abbott; Apollo; Dot; Jubilee; London; AA; Glory; Savoy; Sun; Imperial; Meteor; Dootone; Herald; Modern; Peacock; Duke; Baton; Vee-Jay; Gotham; Checker; Chess; Nashboro; Excello; United; RPM; States; Specialty; Guyden; Fabor; Starday; Jay Dee; Tico; Sage & Sand; Gee; Rama; Tip Top; Pacific Jazz; Roost; Vik; Fraternity; Josie; Era; Old Town; Cross Country; Hollywood; Grand Award)

B. T. Crump Co.
1310-34 E. Franklin
(Columbia)

Decca Dist. Corp.
3118 W. Leigh St.
(Decca; Coral; Brunswick)

King Records, Inc.
216 E. Main St.
(King; Federal; De Luxe)

Wyatt-Cornick, Inc.
1705 Brook Road
(RCA Victor; Groove)

WASHINGTON

SEATTLE

Am-Par Dist. Co.
923 Westlake N.
(ABC-Paramount)

Capitol Dist.
620 Eastlake Ave.
(Capitol)

C & C Dist. Co.
708 Sixth Ave. N.
(Mercury; Fantasy; Wallis Original; Chess; Checker; Prestige; Specialty; Four Star; Josie; Jubilee; RPM; Modern; Bethlehem; Clef; Tico; Pacific Jazz; Fraternity; Verve; Hi-Fi)

Decca Dist. Corp.
3131 Western Ave.
(Decca)

Fidelity Electric Co.
960 Republican St.
(RCA Victor; Vik; Groove)

Huffine Distributors
3131 Western Ave.
(Coral; Brunswick; Epic; Okeh; Kapp)

R. F. Jones Co.
2600 Second Ave.
(Bally)

Love Electric Co.
500 Westlake Ave. N.
(Columbia)

New Sound Dist Co.
427 Westlake, N.
(L'Anthologie Sonore; AV Tape Libraries; Bach Guild; Boston; Cambridge; Cavalier; Classic Edition; Concert Hall; Cook; Dial; Dolphin; Dyer Bennet; EMS; Esoteric; Eterna; Golden Records; Handel Society; Haydn Society; Heritage; JMDS; Kendall; Kingsway; Lyrichord; McIntosh; MMO; NCTE; Oriole; Overtone; Period; Perspective; Philharmonia; Poetry Records; Polymusic; Renaissance; San Francisco; Scala; SPA; Stradivari; Thos. Tenney; Unicorn; Urania; Vanguard; Vesta; Walden; Weathers; Westminster; World Song; Browser Racks)

N. W. Tempo Dist Co.
310 Ninth Ave., N.
(Aladdin; Herald; Glory; London; Broadcast; MGM; GTJ; Rainbow; Western J... ee; Old Timer; Cardinal; Norgran; King; ...eral; Cadence; Atlantic; Abbott; Dooton...; Peacock; Duke; Contemporary; Fabor; Guyden; United; States; Nashboro; Excello; Vee-Jay; Dot; Windsor; De Luxe; Rama; London; Ember; Gee; Transworld; Melba; Down Home; Baton; Cash; Era; Lloyd Shaw; Old Town; Apollo)

SPOKANE

Columbia Elec. Mfg.
East 3420 Ferry Ave.
(Columbia)

WEST VIRGINIA

CHARLESTON

King Records, Inc.
402 Lee St.
(King; Federal; De Luxe)

WISCONSIN

MADISON

Tell Music Dist. Co.
2702 Monroe St.
(Coral; Brunswick; Mono; Epic; Fraternity; Okeh; Telefunken; Elite)

MILWAUKEE

Capitol Records Dist. Corp.
1434 N. Farwell Ave.
(Capitol)

Decca Dist. Corp.
321 E. Chicago St.
(Decca)

Demo Records Man. & Dist.
1421 N. 21st St.
(Circus Calliope Music; Music Box Music; Nickelodeon Music; Carousel Music; Medicine Show Band Music; Minstrel Show Band Music)

Major Dist. Inc.
626 E. Ogden Ave.
(Mercury; Wallis Original; Soma; Emarcy; Wing)

Morely-Murphy Co., Inc.
5151 W. State St.
(Columbia)

Taylor Electric Co.
40B0 N. Port Washington Rd.
(RCA Victor)

SHEBOYGAN

Polkaland Records
1210 N. Bth St.
(Polkaland)

WYOMING

CASPER

Wyoming Dist. Co.
540 Yellowstone
(Cavalier)

ROCK SPRINGS

Henry Chipp
607 Main St.
(Bowery)

CANADA

CALGARY, ALBERTA

Carry Agencies
1225 Kensington Rd.
(Capitol)

T. H. Peacock
216 12th Ave. W.
(Decca; Coral; Brunswick; Apex; Cadence; 4 Star; Pacific Jazz; GTJ; Windsor; Contemporary)

Taylor, Pearson & Carson, Ltd.
308 Fifth Ave. W.
(Mercury; MGM; Quality; Reo)

LACHINE, QUEBEC

Compo Company, Ltd.
2377 Remembrance
(Decca; Coral; Brunswick; Apex; Mignon)

MONTREAL, QUEBEC

Bouthillier Musique
6405 Rue St.-Hubert
(Kismet; Folk Dancer; Folkcraft)

Canadian Music Sales Corp., Ltd.
3303 St. Catherine St. E.
(See Canadian Music in Toronto)

Capitol Records Dist. of Canada Ltd.
7861 St. Lawrence Blvd.
(Capitol)

Custom Sound & Vision Ltd.
1500 Sherbrooke St. W.
(Prestige; Fantasy; Verve; Down Home; Westminster; Concert Hall Society; Hi-Fi; Ad Lib; San Francisco; By-Line)

Erpol Music Ltd.
110 St. Catherine St. W.
(Austroton (Elite); Bartok; Blue Note; Classic Editions; Composer Serie; CRS; La Comedie Francaise; Dial; Discovery; Discus; Elite; Esoteric; Eterna; Festival; Fiesta; Gala; Heimat; Herald; Melodisc; Musico; New Records; Oceanic; Odeum; Panart; Period; Philharmonia R-E-B; Renaissance; Request; Roost; Scala; Seeco; SPA; Stella; Stradivari; Tico; Viennola)

Howe Equipment of Canada, Ltd.
1500 Sherbrooke St., W.
(Clef; Norgran)

London Records of Canada, Ltd.
736 Wellington St.
(London)

Metrodisc, Inc.
5016 Sherbrooke St. W.
(MGM; Mercury; Reo; Quality; Coral)

Musimart of Canada, Ltd.
901 Bleury St.
(Angel; Vox; Vox Polydor; Soria; Haydn Society; Vanguard; Urania; Montilla; Caedmon; Handel Society; Lyrichord; Stinson; Coda; SMC; Dana; Parade; Atlantic; Pathe; Peter Pan; Children's Record Guild; Young People's; Little John; Vox Music Master Alb.; Disques Pierrot; Banner; Standard; Polo; Argee)

LONDON, ONTARIO

Spartan of Canada, Ltd.
P. O. Box 398
(Spartan; ABC-Paramount; Allegro; American; Aragon; Arrow; Bally; Daffan; Grand Award; Hickory; Original; Real; Ridgeway; Rodeo; Royale; Starday; Unique; Waldorf; Embassy; Oriole England; Hollywood)

OUTREMONT, QUEBEC

Pocket Books of Canada, Ltd.
1090 Pratt Ave.
(Bell)

TORONTO, ONTARIO

Apex Records, Ltd.
670 Richmond St. W.
(Decca; Apex; Coral; Brunswick)

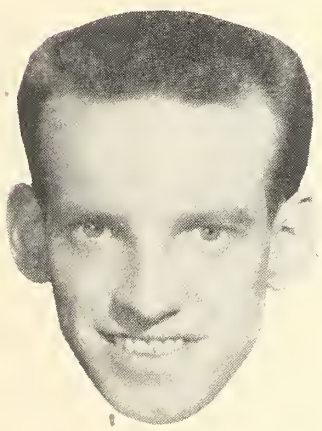
Canadian Music Sales Corp., Ltd.
1261 Bay St.
(Aeolian-Skinner; Allied; Art; Audio Masterworks; Audio Rarities; Beaver; Boston, Elektra; International Sacred; The Investigator, Jay; Moller; Old Timer; Replica; Scottish Clan; Stinson; Thistle; Alamar; Cole; Cricket; Dominion; Folkdancer; Folkcraft; Kismet; Longhorn; McIntosh; Sets In Order; Lloyd Shaw; Unicorn; Vik; Western Jubilee; Audio Fidelity; MacGregor; Windsor)

Capitol Records of Canada, Ltd.
31B Richmond St. W.
(Capitol)

THE CREWCUTS









ARE SWINGING AGAIN!

"13 GOING ON 14"

AND

A GREAT STANDARD GONE MODERN

"BEI MIR BIST DU SCHON"

MERCURY 70922

Mercury RECORDS

Record Distributors

And The Lines They Handle

Custom Sound & Vision Ltd.
390 Eglinton Ave. W.
(Classic Editions; Music Minus One; Clef; Norgran; Verve; Down Home; Westminster; Concert Hall Society; Hi-Fi; Ad Lib; San Francisco; By-Line; Epic; Prestige)

MacKay Record Dist. Ltd.
30-32 Duncan St.
(London; Beltona; International; Durium; Telefunken; L'Oiseau-Lyre; Ducrete; Thomson; Seeco; Savoy)

Morris Dist. Agency
1580 Queen St. W.
(Fantasy; Savoy; Pacific Jazz; Commodore; Aladdin; Storyville; Bethlehem; Vee-Jay; Contemporary; GTJ)

Ontario Sales Div., Quality Records Ltd.
380 Birchmount Rd.
(Mercury; MGM; Qaulity; Reo)

Phonodisc Ltd.
199 Bay Street
(Kapp)

Quality Records, Ltd., Ontario Sales Div.
380 Birchmount Rd.
(MGM; Quality; Mercury; Atlantic; Fraternity; Kapp; Reo)

Sniderman Music Hall
714 College St.
(Kismet; Folk; Square Dancer)

Gordon V. Thompson, Ltd.
32 Alcorn Ave.
(Gavotte; Rondo; Tempo; Varsity; Gramophone; Allegro; Imperial; Musico; Sonart; Harmonia; Record Guild of Am.; Holiday Ranch)

VANCOUVER, B.C.

Aragon Sales
615 W. Hastings St.
(ABC-Paramount; Accordia; Clef; Contemporary; Fantasy; Gene Norman Presents; GTJ; Grand Award; Harmony; Hi-Fi; Liberty; Norgran; Montilla; Pacific Jazz; Progressive; Record Guild of Am.; San Francisco; Spartan; Verve; Wallis; Cavalier)

Johnson Appliances Ltd.
5239 Victoria Drive
(Coral; Brunswick; Decca; Apex)

MacKenzie, White & Dunsmuir
1100 Venables St.
(MGM; Mercury; Quality; Reo; Emarcy; Wing; Playcraft; Childcraft)

Radio Sales Service Ltd.
957 Richards St.
(Capitol)

Texal Ltd.
1132 A. Burrard St.
(Young Peoples; Aragon; London; Epic)

WINNIPEG, MAN.

Electrical Supplies Ltd.
306 Ross Ave.
(Capitol)

Modern Products Co., Ltd.
1373 Portage Ave.
(London; Epic; Aragon; Spartan; Alvina; MacGregor; Windsor; Western Jubilee; Hoedown; Sets-In-Order)

Monarch Record Dist.
4th Fl. Galt Bldg.
(Mercury; MGM; Quality; Reo; Wing; Emarcy)

Prairie Electric Co.
1373 Portage Ave.
(Pacific Jazz)

ARGENTINA

BUENOS AIRES

Finaco, S. R. L.
Sarmiento, 814
(Clef; Norgran)

Industrias Electricas
Corrientes 485
(Coral; Brunswick)

AUSTRALIA

MELBOURNE

Radio Corporation Pty., Ltd.
Box 845-J G. P. O.
(Clef; Norgran)

W & G Record Processing Co. Ltd.
185 a'Beckett St.
(Fraternity; ABC-Paramount; Aladdin; AA; Intro; Hudson; Key; Majar; Marveltone; Orfeo; Pal; Pickwick; Plymouth; Point; Rec. Corp. of America; Remington; RKO-Unique; Score; Standard)

SYDNEY

E. M. I. Sales & Serv.-Pty. Ltd.
301 Castlereagh St.
(Coral; Brunswick)

AUSTRIA

WEIN

Austrophon-Schallplatten Studio
Lothringerstrasse 20
(Clef; Norgran)

Weiner Phillips Ton BMBH
Schwarzenbergplatz 2
(Coral; Brunswick)

BELGIUM

ANTWERP

Ronnex Rec.
70 Van Schoonhagenstraat
(Cavalier)

BRUSSELS

Anvers Radio S.A.
10 Place de L'yaer
(Coral; Brunswick)

Gramophone S.A.
171 Blvd. Maurice-Lemonnier
(Clef; Norgran)

CHINA

HONG KONG

Colonial Trading Co.
P.O. Box 950
(Clef; Norgran)

D. E. Levy
10 Ice House St.
(Classic Editions; Music Minus One)

COLOMBIA

BOGOTA

Almaceues Odeon
Apertade Aereo 48-16
(Coral; Brunswick)

DENMARK

COPENHAGEN

Nordisk Polyphon A.S.
Ostergade 26-B
(Coral; Brunswick)

Tono-Grammofonplader
1 Dortheavej
(Clef; Norgran)

GERMANY

HANOVER

Deutsche Grammophon
Gesellschaft
76 Podbielskistrasse
(Coral; Brunswick)

GUAM

ANGA

Guam Service Games
Adelup Point
(Coral; Brunswick)

ENGLAND

LONDON

Decca Records
1 Brexton Road
(Essex; Media)

Parlaphone Records
8-11 Great Castle
(AA; Majar)

Vox Productions, Inc.
231 Oxford St.
(Vox)

FRANCE

PARIS

Elektra Records Ltd.
25 Ave. Bugeaud
(Elektra)

La Compagne Phonographique Francaise
20 Rue De. Madrid
(Clef, Norgran)

Vox Productions, Inc.
4 Square De L'Opera
(Vox)

HAWAII

HONOLULU

Honolulu Electrical Product Co. Ltd.
930 Clayton St.
(Decca)

Honolulu Paper Co., Ltd.
1105 Kapiolani Blvd.
(Columbia)

Joseph Karasick
3055 Pahala Rise
(Vox)

Microphone Music
222 N. Bretania
(Baton; Prestige; Guyden; Sun; Vee-Jay; Herald; Sage & Sand; Jubilee; Josie; Savoy; Kapp; Rama; Dootone; Music City; Ember; Old Town)

Musical Dists.
649 Sheridan
(London; Aladdin; Bally; Hi-Fi)

Nylen Bros. Ltd.
P.O. Box 2958
(Capitol; Pacific Jazz; GTJ; Contemporary; Era; Pacific Jazz; Liberty)

Radio-TV Corp.
777 Ala Moana P.O. Box 3920
(RCA Victor; Vik)

TNT Dist.
P. O. Box 5331
(Cavalier)

HOLLAND

THE HAGUE

C. N. Rood
Weteringkade 37
(Coral; Brunswick)

HEEMSTEDE

Gramofoonplatenfabriek
N.V. Verkoopmaatschappij "Borema"
(Clef; Norgran)

INDIA

CALCUTTA

Gramophone Co. Ltd.
P.O. Box 48
(Coral; Brunswick)

ITALY

MILANO

Vox Produzione Italiana, S.A.R.L.
11 Via S. Radegonda
(Vox)

JAPAN

TOKYO

Japan Polydor Co. Ltd.
No. 57, 6-Chome
Aoyamakita-machi
(Coral; Brunswick)

MEXICO

MEXICO, D.F.

Discateca Internacional
Danubio 10
(Bethlehem; Fantasy; Clef; Norgran; Pacific Jazz; Storyville; Hi-Fi)

Cia Importadora de Discos S.A.
Quertado 220-101
(Coral; Brunswick)

Peerless de Mexico, S.A.
Calz. Mariano Escobedo, 201
Ap. Postal 1657
(Vox)

Trans Radio Disc
S.A. Articulo 123-127-5
(Esoteric; Kapp)

NORWAY

OSLO

Proton S.A.
Rosenkrantzgaten 11
(Coral; Brunswick)

SOUTH AFRICA

CAPETOWN

Trutone Africa Ltd.
P.O. Box 2323
(Clef; Norgran)

DURBAN

Trutone Africa Ltd.
P.O. Box 2638
(Clef; Norgran)

JOHANNESBURG

Trutone Africa Ltd.
P.O. Box 9299
(Clef; Norgran)

Trutone Africa Ltd.
32 Bosman Rd., Ophirton
(Clef; Norgran)

PORT ELIZABETH

Trutone Africa Ltd.
P.O. Box 1034
(Clef; Norgran)

SWEDEN

SUNDYBERG

Svenska Siemens Aktiebolag
Jarnvagagsten 12
(Coral; Brunswick)

SWITZERLAND

ZURICH

Edition Eulenburg
Stockerstrasse 37 GmbH
(Classic Editions; Music Minus One)

Siemens Electizitatsenzeugnisse-
Aktiegesellschaft
Lowenstrasse 35
(Coral; Brunswick)

ZEPHYR RECORDS

proudly announces

A COMPLETE QUALITY LINE OF PACKAGED MUSIC ON REGULAR RELEASE

JAZZ·POPULAR·MODERN CLASSICS

albums

EXCITING NEW PACKAGES IN COVERS OF STRONG VISUAL IMPACT

singles

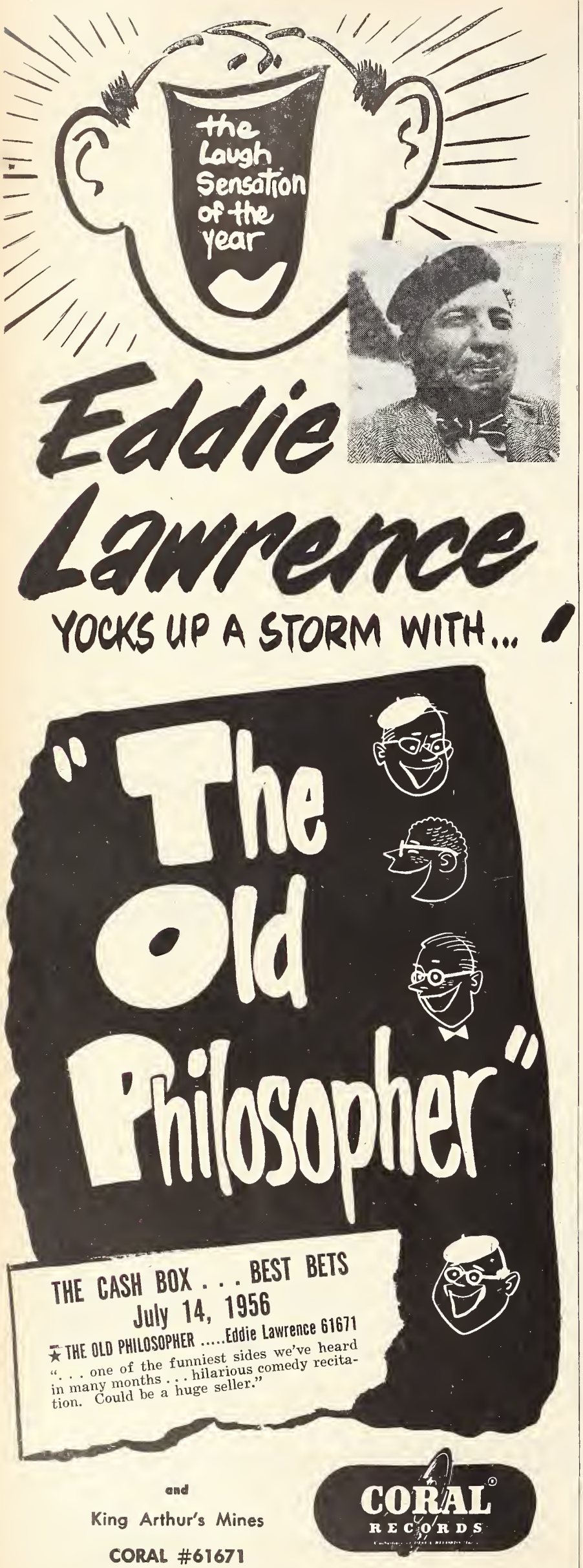
BACKED BY SOLID NATIONAL PROMOTION

first scheduled national release
AUGUST 15th

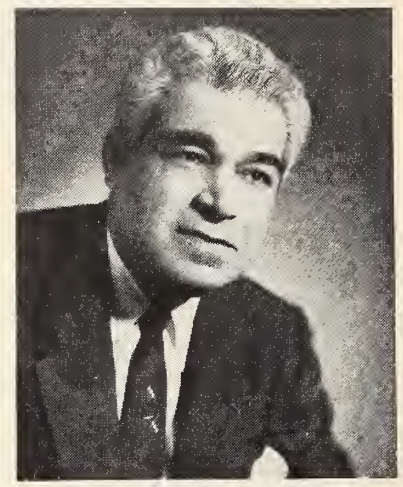
ZEPHYR RECORDS

CRestview 5-1188

sales division / 8510 SUNSET BLVD., HOLLYWOOD 46, CALIFORNIA



Salesmanship Is Not An Art... It's Effort



by MORRIS PRICE

Most of my life has been devoted to selling. I've learned one basic thing about salesmanship. It's not really an art. It's effort, it's work, it's application of common sense thinking to a situation. Each salesman believes that his product is good enough to sell itself. But that does not mean that he can let the product sell itself. The good salesman still has to work at pushing his product.

So it is with the juke box operator. He has a superb piece of mechanism in the juke box itself. He has a wide selection of records featuring important talent, hit songs, great performances and excellent quality. All this, combined, make a "product" which is good enough to sell itself. Again, however, this does not mean that the operator can just put the box on location, toss in some records and wait for the business to roll in. It takes additional effort, work and common sense thinking.

We are well aware that the public is now more record conscious than ever before in history. We know that the modern juke box is the finest piece of reproducing equipment ever offered. We know that the multi-selection units offer the consumer the widest possible choice. We know that the sound quality of present-day records surpasses anything ever before issued. We know, too, that the promotional efforts put forth by the record manufacturers, distributors and artists is greater than ever before.

But what about the operator? After buying the best equipment, finding the best locations and stocking his equipment with the best records — can he now consider his selling job as complete? I think not.

The advent of the multi-selection juke boxes — offering up to 200 titles has undoubtedly been one of the great advances in the juke box industry. It has also, however, made it a little difficult for the consumer to spot the selections he wants to hear. It is difficult — unless the operator puts forth every effort to simplify the layout of the title-strip panel.

First of all, and most obviously, the strips should be uniform in size, color, shape and printing. The mass of 200 titles can, in itself, be sufficiently complicated without adding to the problem with strips which are quickly put out on a typewriter or even hand-written.

Now, of course, the newer, multi-selection machines permit the operator to offer music in various categories other than current pop hits. Should not the operator arrange the selections on each machine so that the customer looking for a polka can find it? How about the one who wants some hillbilly music or some old-time standards or just quiet mood music? Does the customer have to examine some 200 strips to find the things he wants to play? Can he quickly spot the 10 or 15 current hits because they are on top of the panel or in one section of the panel?

The analogy may be a little forced, but when a woman shopper wants Wheaties she knows that she'll find it in the cereal section of her supermarket. And if she's looking for a mixing bowl, you can be sure it'll be in the housewares section.

Should not the operator also watch the movement of the newer records so that he can follow-through on his juke boxes? Why shouldn't a record be moved on the juke box as it moves to the top of the hit list? Is it really sufficient to think, "Well, I've got it on my boxes anyhow"? And if the side of the record which started out like a hit suddenly gets lost because the flip side took over, should not the operator switch the record and strip around so that the strongest side gets the best position on the panel?

It may be that this is "old hat" to most operators, but it bears repeating and watching just as much as a sales manager keeps after his sales force on a weekly and daily basis so that they can't forget the items being pushed toward the top of the hit list.

In all, this is a matter of salesmanship. As I said before: it's hard work — not an art. After all, we are all out for the same thing — more business.

"LITTLE BLUE BONNET-
LITTLE PINK FACE"
by Billy Shepard
K # 153
KAPP records

"The Gettysburg Address"
Narration And "Hip" Translation
by
"Lord" Richard Buckley
Music by Danny Guglielmi
The record for every American—young or old!
Pure Vinyl 45 RPM Extended Play
Now At Your Local Distributor. Or For Your Nearest Distributor—
Write: Box 2337—
Van Nuys, Calif.
hip records
6087 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

America's Fastest Selling Records

DECCA RECORDS



A Great Follow Up...
Another SMASH HIT!

Sylvia Syms

singing...

"ENGLISH MUFFINS and IRISH STEW"

DECCA-29969

D/W

"WALK SWEET"

A New World of Sound

DECCA records



Patience and Prudence's

Sensational Smash Recording

of

"TONIGHT YOU BELONG TO ME"

b/w

"A Smile And A Ribbon"

55022

100,000 SOLD IN FIRST TEN DAYS

The Nation's Newest Singing Stars

The HI-FI's

Great Rendition of

"SOMEBODY'S GOTTA LOSE"

55023

Best Bet—The Cash Box

Review Spotlite—Billboard

LIBERTY RECORDS, INC.

REG. U.S. PAT. OFFICE

Demand For Pop Records In Britain Has Never Been Greater



by C. H. THOMAS

In spite of the credit squeeze and the heavy Government Purchase Tax levied on records, the business in Great Britain is in a very healthy and prosperous condition and is likely to continue its upward trend.

With full employment and the earning capacity of the teenager, the demand for "pop" recordings has never been greater in the history of the record industry and the same can be said for classical L.P. albums. The "pop" demand is greatly influenced by gimmicks, a new vogue in style, arrangement or presentation, many of which emanate from the United States.

It is also gratifying to see the gradual lifting of the Record Iron Curtain whereby the British and American Unions are permitting the interchange of recording artistes' appearances in both countries.

No two countries or peoples are exactly similar in their tastes or desires even in the shape or form of their recorded entertainment. One of the most interesting features in this respect is the slow acceptance by the British public of the standard 45 r.p.m. record — a record with an undoubted future.

In 1952 E.M.I. pioneered the 45 business in this country, being the only company to place on the market the small 45 autochange record player and records, the titles of which were mostly of American origin, to cater not only to the British public but to the large number of our American Service friends stationed in Great Britain. The retail prices of 45s are comparable with the equivalent 78 singles and the E.P.s are even better value. The instrument manufacturers produced large quantities of three-speed players and radiograms which should have induced more buyers of 45s.

The Purchase Tax payable by the public on both instruments and records is currently 60% of the dealer price and may well have affected the ready acceptance of the 45 speed record. On the cheapest player as much as 7 Tax is paid, and on a 12 inch L.P. classical record 1.50. It is probably not generally realized that if this heavy Purchase Tax did not exist, the current retail prices in England would be generally in line with those in the U.S.A. and the volume of business obtainable would be considerably more than it is at present.

In recent times some of the partners in E.M.I.'s record activities have left the family circle and others have joined its world wide operations and because of its resilience it is determined to maintain its leadership, both in Great Britain and through its 18 pressing plants, its branches and associated companies throughout the world.

My warmest good wishes to *The Cash Box* for its continued success and for the service it renders to the industry.

Custom Pressing

SUPERIOR RECORDING CO., INC.

1036 No. Sycamore

Hollywood California



WESTCHESTER'S ONLY
ONE STOP
RECORD DISTRIBUTORS

★

STEADMAN MUSIC HOUSE

24 Warburton Ave., Yonkers, N. Y.

(YOnkers 3-4042)

Congratulations
"Cash Box"

•

BALKAN RECORDS

—AND—

RECORDING STUDIOS

1425 W. 18th ST., CHICAGO, ILL.

(Tel: SEely 3-4057)

Not 1 But 2 Great Records





RUSTY DRAPER

and

LOLA DEE

sing

"SCRATCH MY BACK"

and

"BEHIND THOSE SWINGING DOORS"

MERCURY 70923

RUSTY DRAPER

"PINK CADILLAC"

and

"IN THE MIDDLE OF THE HOUSE"

MERCURY 70921



Mercury RECORDS

PLAZA MUSIC, INC.
Makers of **plaza records**
507 Fifth Avenue, New York City

introduces—

NEW ARTIST! NEW HIT!

THE HAUNTING INSTRUMENTAL

WALTZIN' BLUES

featuring

JACK HANSEN

and his trumpet

b/w Sonny Boy

Distributors:

PORTAL DIST. PITTS., PA.
EASTERN DIST. E. HARTFORD, CONN.
CENTURY DIST. DALLAS, TEXAS
CUSTOM DIST. CLEVELAND, OHIO
ARC DIST. DETROIT, MICH.
EDWARD S. BARSKY, INC. DIST. PHILA., PA.
SUNLAND MUSIC CO. L.A., CALIF.
HIT RECORD DIST. CINN., OHIO

You've Got To Feel It To Make It



by MORTY PALITZ

The point I'm trying to make is you've got to feel deeply about what you're doing or you might as well turn in your uniform and go home.

The boys who write the Rock and Roll hits believe what they're saying, musically and lyrically. They've got conviction.

The groups and performers who are coming up with the hits feel what they are doing, all the way. They've got conviction.

It's just that simple. Maybe it's a reflection of the times that the public is feeding on shallow substance. So what. At least the honesty of feeling comes through in the writing and performing.

And if you think that this is an indictment against the acceptance of lethargy about what has happened to good material or some verbal upchucking about the people who discourage it . . . it is.

Want to know what bugs me? Every day I'm dipped up to my tin ears in hogwash some honest but mixed-up talent cursed himself for doing. Sure, I know. A pro can write anything.

Well, I for one don't believe it. I'll admit that the boys who wrote them like "they don't write them the way they used to anymore" put together more intelligible, better constructed songs. But, that is just the trouble. Most of them sound like synthetic mish-mosh. Maybe it makes sense to pick the latest tune to hit the charts and write the sequel. But I defy you to count up to 3 the number of copies that made it big.

The same thing is obvious (tho to a lesser degree) in performing. It seems easier and more commercially successful to take off on style.

Ours is an industry that feeds on passion and excitement and frenzy. And the fanatic brings it to life. The key word here is dynamic . . . for the fanatic is dynamic if he is nothing more. Moderation from performers and writers leads down the road to Bombsville . . . and there's been a traffic jam there for years.

Well, I want to be a fanatic about our business. We're in it for the buck and as much artistic integrity as the times will allow. So we do R & R. You look down your nose at it. I don't. But I won't record them unless I think they're good R & R . . . what the buying public thinks is good R & R.

That's my conviction.

I've got convictions about good music, too. It will never come back because it was never gone. Look at the package merchandise and the instrumentals.

I know I'm not a lone voice shouting in the wilderness. I ask only that the boys keep writing them the way they feel them, the publishers bite their collective tongues when they start to say "It's too good" or "Where's the beat . . . can you add triplets" or "I've got a thousand hits in my files that have never been recorded," and that the performers feel what they're doing.

The point I'm trying to make is "you've got to feel it to make it."

Congratulations
Perez Prado

RCA VICTOR
FIRST IN RECORDED MUSIC

Representation MCA

Personal Manager: Miguel Baca

Public Relations: Jules Fox and Jo Brooks

Double Congratulations
to the
No. 1 Music Magazine

SPIDER WEBB
AND
REED FARRELL
WAIT - CHICAGO

DISTRIBUTORS — COIN BOX OPERATORS INVESTIGATE HOW

POLKAS

AND OTHER OLD TIME RECORDS

SELL!

FOR THE *FINEST* ENGLISH LANGUAGE OLD TIME RECORDS, ORDER FROM

OLE TYME JAMBOREE RECORDS
BOX 408
LA GRANGE, ILL. (CHICAGO SUBURB)
FLeetwood 2-1300

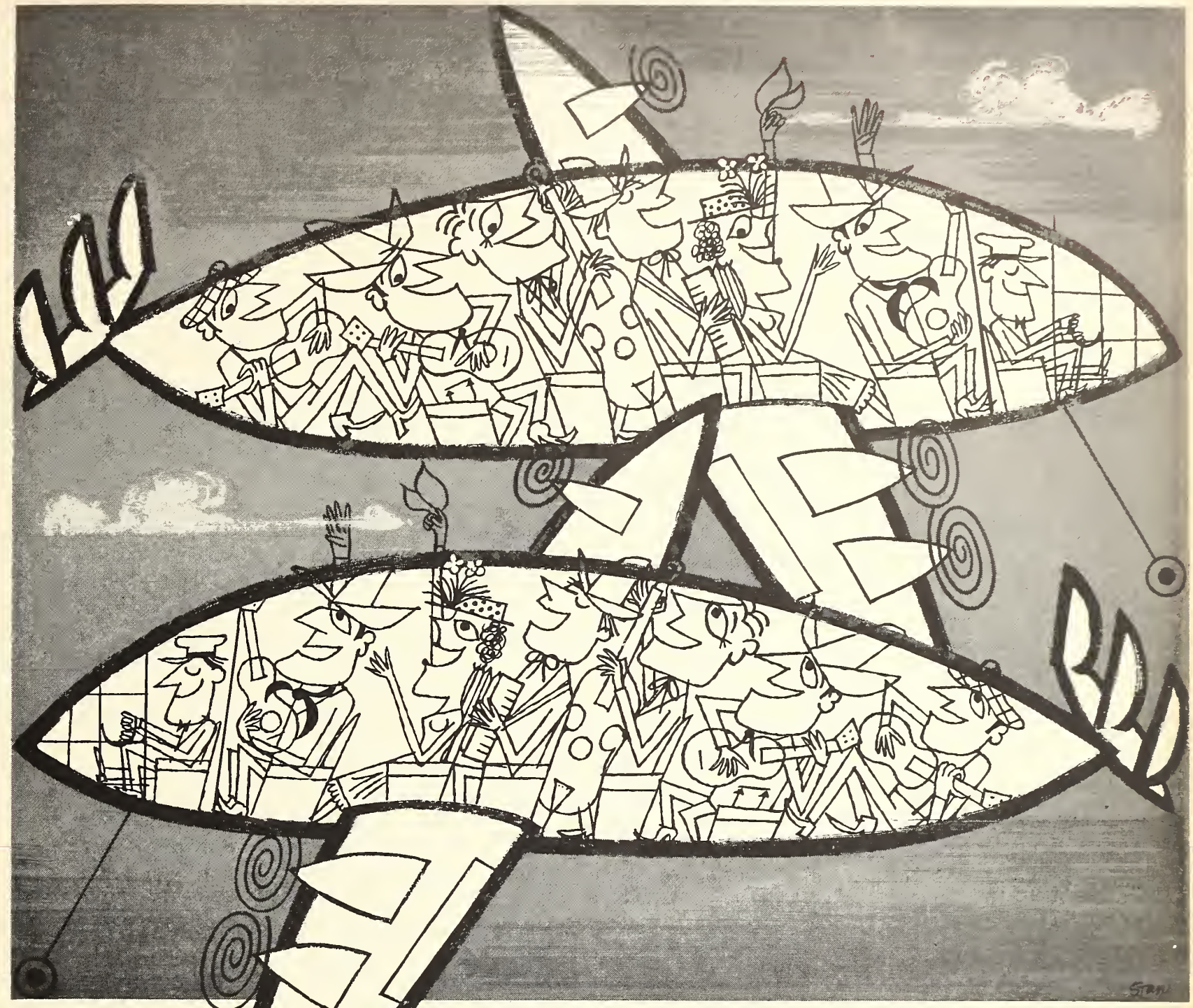
WHO WANTS ANY MORE BIRTHDAYS?

If you insist on having them, we're going to wish you a

HAPPY BIRTHDAY TOO!

Sammy & Gabe

CALIFORNIA MUSIC COMPANY
2940 W. PICO BLVD. LOS ANGELES, CALIF.



Carl Smith
Cowboy Copas
Johnny and Jack
Faron Young
The Jordanaires
Goldie Hill
Minnie Pearl
Red Sovine
Marty Robbins
Jimmy Dickens
Grandpa Jones
Roy Acuff
Carter Sisters and
Mother Maybelle
Kitty Wells
Ray Price
Rod Brasfield
George Morgan
Johnny Cash
Eddie Hill
Ernest Tubb
Lew Childre
Martha Carson
Hank Snow

Lonzo and Oscar
Bill Monroe
Ferlin Huskey
The Louvin Brothers
Justin Tubb
Flatt and Scruggs
Cousin Jody & Odie
Jim Reeves
Benny Martin
Moon Mullican
Hawkshaw Hawkins
Jean Shepard
Del Wood
June Carter
Stringbean
Webb Pierce
T. Tommy Cutrer

FLYING HIGH...

Because They're Pre-Sold!

You don't have to build-up, identify, or otherwise publicize WSM's Grand Ole Opry Stars.

Just tell the people when they'll be in town...and prepare for a flood of fans at the ticket window!

That's because these Grand Ole Opry talent teams are already pre-sold—

- **On a regular network television show!**
- **On an independent television film series!**
- **On a regular network radio show!**
- **On special package shows on multi-station miniature networks!**
- **On a majority of the nation's best-selling country music records!**

For further facts about these consistent crowd-pullers contact:

WSM Artists' Service Bureau

Jim Denny, Manager
NASHVILLE, TENNESSEE

ALL-TIME BEST SELLING ALBUMS

BETHLEHEM

JAZZ:
"Chris Connor"
"Australian Jazz Quintet"
"Bethlehem's Best"—Various Artists
"Frances Faye"
"Mel Torme"

BLUE NOTE

JAZZ:
"The Jazz Messengers At The Cafe Bohemia"
"A New Star—A New Sound"—Jimmy Smith at the Organ
"Milt Jackson Quintet"
"The Amazing Bud Powell"
"Miles Davis"

BRUNSWICK

POPULAR & JAZZ:
"Jazztime U.S.A. Vol. 1"—Terry Gibbs & Mary Lou Williams
"The Voice of Bing in the 1930's"—Bing Crosby
"Too Much Piano"—Dick Marx & John Frigo
"Terry"—Terry Gibbs
"The Red Nichols Story"—Red Nichols

COLUMBIA

POPULAR:
"Christmas With Arthur Godfrey"
"Liberace At The Piano"
"Strauss Waltzes in Dance Tempo"—Al Goodman
"All Time Favorites by Harry James"—
"I Love Paris"—Michel Legrand
SHOW:
"South Pacific"—Original Broadway Cast
"Kiss Me Kate"—Original Broadway Cast
"My Fair Lady"—Original Broadway Cast
"Kismet"—Original Broadway Cast
"Pajama Game"—Original Broadway Cast
CLASSICAL:
"Rhapsody In Blue"; "Concerto In F"—Oscar Levant
"Strauss Waltzes"—Andre Kostelanetz
"Gaite Parisienne"—Efrem Kurtz and the Columbia Symphony Orch.
"Scheherazade"—Philadelphia Orch.
"Nutcracker Suite"—Andre Kostelanetz
JAZZ:
"Benny Goodman Carnegie Hall Concert"
"Jazz Goes To College"—Dave Brubeck
"1937-1938 Jazz Concert"—Benny Goodman
"Brubeck Time"——Dave Brubeck
"Louis Armstrong Plays W. C. Handy"

CONTEMPORARY

JAZZ:
"Sunday Jazz A La Lighthouse; Vol. 1"
"Hampton Hawes Trio, Vol. 1"
"To Swing Or Not To Swing"—Barney Kessel
"Swinging Sounds"—Shelley Manne & His Men
"Dig Mel Henke"

CORAL

POPULAR:
"Sparkling Strings"—Lawrence Welk
"Music For Tonight"—Steve Allen
"Do You Remember When?"—McGuire Sisters
"Music, Music, Music"—Teresa Brewer
"Concert At The Paladium"—Les Brown

DECCA

POPULAR:
"Merry Christmas"—Bing Crosby
"The Jolson Story"—Al Jolson
"'Twas The Night Before Christmas"—Fred Waring
"The Glen Miller Story"—Film Soundtrack
"Bing"—Bing Crosby
SHOW:
"Oklahoma"—Original B'way Cast
"Guys And Dolls"—Original B'way Cast
"Carousel"—Original B'way Cast
"The King And I"—Original B'way Cast
"Annie Get Your Gun"—Original B'way Cast
JAZZ:
"The Benny Goodman Story"—Film Soundtrack
"The Man With The Golden Arm"—Film Soundtrack
"Satchmo At Symphony Hall"—Louis Armstrong
"The Wild One"—Film Soundtrack
"Pete Kelly's Blues"—Peggy Lee and Ella Fitzgerald
CLASSICAL:
"Carmina Burana"
"Guitar Recital"—Andres Segovia
"A Midsummer Night's Dream"
"The Magic Flute"
"The Abduction from the Seraglio"

EMARCY

JAZZ:
"Sarah Vaughan In The Land of Hi-Fi"—Sarah Vaughan
"Dinah Jams"—Dinah Washington
"Georgie Auld In The Land of Hi-Fi"—Georgie Auld Band
"Clifford Brown with Strings"
"Julian 'Cannonball' Adderly"

GOOD TIME JAZZ

JAZZ:
"Kid Ory's Creole Jazz Band, 1954"
"Bob Scobey's Frisco Band, Vol. 4"
"Firehouse Five Plus Two Story, Vol. 1"
"Firehouse Five Plus Two Story, Vol. 2"
"Firehouse Five Plus Two Story, Vol. 3"

GRAND AWARD

POPULAR & JAZZ:
"The Roaring 20's"—Charleston City All-Stars
"Honky Tonk Piano" #314—Knuckles O'Toole
"Honky Tonk Piano" #324—Knuckles O'Toole
"Dixieland Jazz"—Various Jazz Artists
"A Musical History of Jazz"—Commentary by Wally Cox—Narrator, George Simon

HI-FI RECORDS

POPULAR:
"George Wright Plays The Mighty Wurlitzer Pipe Organ"
"George Wright Encores At The Mighty Wurlitzer Pipe Organ"
"More George Wright"
"George Wright's Showtime"

JAY-GEE

POPULAR & JAZZ:
"Pardon My Blooper"—Volumes 1, 2 & 3
"Over Sexteen"
"Ethel Ennis"
"The Tiger Tow Five"
"Della Reese"

KAPP

POPULAR:
"Roger Williams"
"It's A Big Wide Wonderful World"—Roger Williams
"From the Land of the Sky Blue Water" Dorian & Strings
"Twilight Hour"—Frederico Strings
"The Boy Next Door"—Roger Williams
JAZZ:
"Rodgers & Hart"—Dave Pell
"Mat Dennis Plays and Sings Matt Dennis"
"Dixieland Duo"—Wettling and Signorelli
"Jazz Goes To Post Graduate School"—Art Harris & Trio
"The Jackie Davis Trio"

KING

POPULAR:
"The Best of Bostic"—Earl Bostic
"Bostic—For You"—Earl Bostic
"Moondust"—Bill Doggett
"Organ Reveries"—George Wright
"All Star Rock and Roll Revue"—Various Artists

LIBERTY

POPULAR:
"Julie Is Her Name"—Julie London
"Lonely Girl"—Julie London
"Our New Nellie"—Nellie Lutcher
"John Duffy at the Mighty Columbia Square Wurlitzer"
"V.I.P." (Very Important Pianist)—Conley Graves
JAZZ:
"Dom Forntiere Sextet"—Dom Forntiere
"Hollywood Saxophone Quartet"
"Harper—Shank—Gordon"
"Rare—But Well Done"
CLASSICAL:
"Nightfall"—Harry Sukman at the Steinway Concert Grand

LONDON

POPULAR:
"Strauss Waltzes"—Mantovani Orch.
"Selections of Favorite Waltzes"—Mantovani Orchestra
"Music of Victor Herbert"—Mantovani Orchestra
"Mantovani Plays The Immortal Classics"—Mantovani Orchestra
"Music of Sigmund Romberg"—Mantovani Orchestra
CLASSICAL:
"Scheherazade"—Ansermet
"Petrouchka"—Ansermet
"Prince Igor—Polovestian Dances"—Van Beinum
"Peer Gynt Suites #1 & #2"—Cameron
"Piano Concerto #5 "Emperor"—Curzon

MERCURY

POPULAR:
"The Platters"
"Rock & Roll"—Red Prysock
"Captain From Castile"—Alfred Newman & Hollywood Symphony
"Crewcuts Go Longhair"—Crewcuts
"Music For Smooching"—Ralph Marterie Orchestra
CLASSICAL:
Moussorgsky: Pictures At An Exhibition—Chicago Symphony Orchestra, Rafael Keblik, cond.
Ravel: Bolero—Detroit Symphony Orchestra, Paul Paray, cond.
Tchaikovsky: 1812 Overture—Minneapolis Symphony Orchestra, Antal Dorati, cond.
Tchaikovsky: Swan Lake Ballet—Minneapolis Symphony Orchestra, Antal Dorati, cond.
Tchaikovsky: Sleeping Beauty—Minneapolis Symphony Orchestra, Antal Dorati, cond.

MGM

POPULAR:
"When I Fall In Love"—Joni James
"Autumn Nocturne"—Ray Charles Singers
"Lush Themes From Motion Pictures"—LeRoy Holmes Orchestra
"Holiday For Strings"—David Rose Orchestra
"Paris After Dark"—Cyril Stapleton Orchestra
SHOW:
"Till The Clouds Roll By"—Film Soundtrack
"Show Boat"—Film Soundtrack
"Seven Brides For Seven Brothers"—Film Soundtrack
"An American In Paris"—Film Soundtrack
"Kismet"—Film Soundtrack
CLASSICAL:
"The Three Penny Opera"—Original B'way Cast
"Gershwin's Rhapsody In Blue"
"Bachianas Brasileras"
"Music For String Orchestra by Edward Grieg"
"Spanish and Latin-American Music"
JAZZ:
"You're Hearing George Shearing"—George Shearing Quint.
"Hot vs. Cool"—
"Woody Herman At Carnegie Hall"
"Dixieland vs. Birdland"
"Music With A Beat"—Sam (The Man) Taylor

PACIFIC JAZZ

JAZZ:
"Chet Baker Sings"
"Jazz West Coast"—An Anthology of California Music—47 Musicians & Arrangers
"Chet Baker Sings and Plays With Strings"
"California Concerts"—The Gerry Mulligan Sextet & Quartet
"The Chico Hamilton Quintet"

PRESTIGE

JAZZ:
"Concord"—The Modern Jazz Quartet
"The Musings of Miles"—Miles Davis
"Stan Getz Quartets"
"A Touch Of Taylor"—Billy Taylor Trio
"Worktime"—Sonny Rollins Quartet with Max Roach

RCA VICTOR

POPULAR:
"The Glen Miller Story"
"Music For Dining"—Melachrina Strings
"Music For Relaxation"—Melachrino Strings
"Elvis Presley"
CLASSICAL:
"Student Prince"—Mario Lanza
"Symphony No. 9 (Choral)—Beethoven"—Toscanini & NBC Symphony Orch.
"Gaite Parisienne—Offenbach"—Susskind
"Victory At Sea—Rodgers"—Bennett & NBC Symphony Orch.
"The Great Caruso"—Mario Lanza
JAZZ:
"Lullaby Of Birdland"—Various Artists
"Concert Jazz"—Sauter-Finegan Orch.
"Collaboration"—Shorty Rogers—Andre Previn Orch.
"Inside Sauter-Finegan"
"Shorty Rogers & His Giants"
SHOW:
"Peter Pan"—Original B'way Cast
"Brigadoon"—Original B'way Cast
"Damn Yankees"—Original B'way Cast
"Fanny"—Original B'way Cast
"Silk Stockings"—Original B'way Cast

TICO

POPULAR:
"Cha Cha At The Palladium"—Machito & His Orchestra
"Cha Cha For Lovers"—Tito Puente Orchestra
"Dance The Cha Cha"—Tito Puente Orchestra
"Tito Puente In Percussion"—Tita Puente Orchestra
"A Night In Mambo Jazzland"—Pete Terrace & Quintet

VIK

POPULAR:
"The Fabulous Eddy Duchin"—Eddy Duchin Piano
"Make Mine Maltby"—Richard Maltby Orchestra
"Puppets On Parade"
"Deep River Boys"
"Young Bing Crosby"
JAZZ:
"An Afternoon At Birdland"
"At The Jazz Band Ball"—Dukes of Dixieland
SHOW:
"Musical Highlights from 'Damn Yankees'"—"Love Themes from the Cinema"—Richard Maltby Orch.

WING

POPULAR:
"A Salute To The Fabulous Dorseys"—Buddy Morrow Orch.
"Organ Moods"—Eddie Layton
"Moody"—Emil Stern Orchestra
JAZZ:
"Boogie Woogie On The 88"—Freddie Slack
"Introducing Nat Adderly"
"Can't Get Started With You"—Jackie Paris

An Old Fashioned Greeting

To The Nation's Music Dealers

and

Anniversary Greetings—Cash Box

from

A Sweet Old Fashioned Girl



Teresa Brewer

Current Hit

"A SWEET OLD FASHIONED GIRL"

Coral 61636

CORAL RECORDS

America's Fastest Growing Record Company

personal manager

RITCHIE LISELLA

MCA

★ ★

IMPORTANT ANNOUNCEMENT

FOR RECORD COMPANIES

DAVID ROSEN

is now free and clear to handle all

RECORD LINES

One of the nation's first independent record distributors and one of the most successful can now make available full facilities for outstanding distribution and promotion.

Will See You At The NAMM SHOW

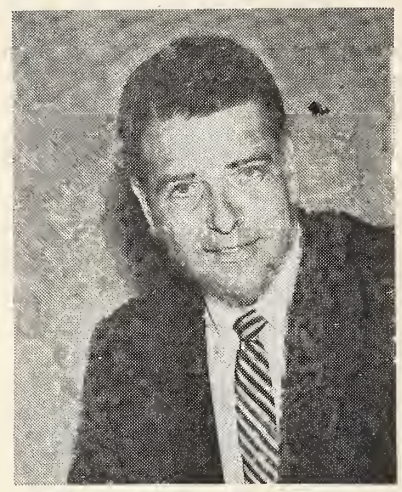
DAVID ROSEN

855 N. BROAD STREET, PHILA. 23, PA.

STevenson 2-2903

★ ★

1956 Album Sales To Be Greater Than Total For All Disks In '50



by ROBERT L. YORKE

It would not be difficult, at this halfway point, to forecast that 1956 will go down in history as the largest album year our industry has ever had. It is interesting to note that 1956 also will mark the end of 78 rpm as an album speed as far as domestic album markets are concerned. Both 45 rpm Extended Play and 33⅓ rpm have made major contributions to the general vitality and prosperity of the package market. The package business will account for more dollars in sales to consumers this year than the whole industry was able to produce, in total, just six years ago. It might be interesting to find out why. Was product alone the mouse trap which caused the public to beat a path to the retailer's door? What were the major contributions in the growth in activity on albums?

First, we are producing and selling a better product. It looks better, it sounds better and it is far more convenient to handle. Second, it is almost 100% cheaper to buy than it was a decade ago. Third, our dealers are doing a better selling job, have revitalized their selling efforts by taking advantage of new merchandising techniques and by making their stores more attractive, pleasant and convenient places for a customer to visit and shop. Fourth, the instrument and component parts manufacturers have done an incredible job of getting the "razors" in circulation for our "blades," and right now, they are poised to sell the greatest volume in their history this fall.

As an industry, we must continue to grow because each of the four broad points covered are dynamic, are constantly at work to improve our product, price, service and desirability to the customer. Individually, our rewards will be in direct proportion to our effort and ingenuity in turning to our advantage the forces already at work to insure us a bigger and better business.

In any competitive economy, premium profits come and belong to those who pursue a planned program of creative selling, creative merchandising.

We have ambitious plans for the next six months, as well as for the next six years. Our great strength is our distribution system—our distributors and dealers. In a few years, as we look back on 1956-57, we intend to be able to say that RCA Victor and its distributor and dealer organization—was a prime factor, an aggressive member of a thriving big business—an industry poised!

Thank You Deejays

And GOGI GRANT

For Making

"THE WAYWARD WIND"

The No. 1 Song In The Country

Warman Music Co.

IN PHILLY IT'S

MARNEL DISTRIBUTING CO.

1622 FAIRMOUNT AVE.

STevenson 2-5650

THE SONG ALL EUROPE IS PLAYING AND BUYING . . . NOW GROWING IN THE USA FOR A FALL HIT . . .

"AUTUMN CONCERTO"

RECORDS:

RICHARD HAYMAN — 70884 Mercury
BILLY VAUGHN—15466 Dot
JOHNNY DORELLI—33001 Seagull

Contact us if you wish to buy for the domestic market or sell to the foreign market.

PAUL SIEGEL

550 Fifth Avenue New York City
Telephone PLaza 7-6454

AMERICAN REPRESENTATIVE FOR FOREIGN MUSIC PUBLISHERS AND RECORD COMPANIES.

(SOUNDTRACKS—MOTION PICTURES—HIT SONGS—MASTERS)

CONGRATULATIONS

JAY KAY DISTRIBUTING CO.

2980 W. PICO BLVD.

LOS ANGELES, CAL.

RE 3-8541

So. Calif. Distributors of

CLEF — NORGRAN

KAPP

RECORDS

Fourteen — Shmorteen — So What?

Marty Faye

WAAF — CHICAGO

THANKS, MUSIC MERCHANTS, FOR MAKING THIS AN

EPIC

YEAR WITH THESE EPIC BEST-SELLERS!



PAGANINI: CONCERTO NO. 4 in D Minor
(newly Discovered!)
ORCHESTRE DES CONCERTS LAMOUREUX
Arthur Grumiaux, Violin
Epic LC 3143



THE CHAMPAGNE MAGIC OF LAWRENCE WELK
Epic LN 3247



ROY HAMILTON
Epic LN 3176



BEETHOVEN: SYMPHONY NO. 5
SCHUBERT: "UNFINISHED" SYMPHONY
THE CLEVELAND ORCHESTRA—
George Szell, Conductor
Epic LC 3195



VIVALDI: THE SEASONS
"I MUSICI" with Felix Ayo, Solo Violin
Epic LC 3216



SOMETHIN' SMITH
& THE REDHEADS
Epic LN 3138

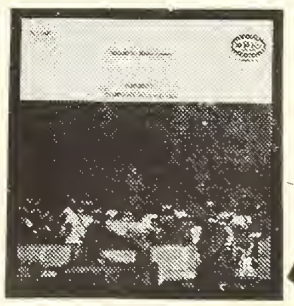


GENTLEMEN, BE SEATED

Epic LN 3238



LILLIAN ROTH—
I'LL CRY TOMORROW
Epic LN 3206



BRUCKNER: SYMPHONY NO. 8 in C Minor
THE CONCERTGEBOUW ORCHESTRA OF AMSTERDAM
Edward Van Beinum, Conductor Epic SC 6011

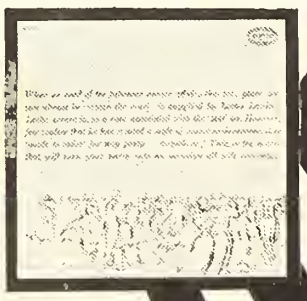


SERENADES FOR STRINGS
THE BOYD NEEL ORCHESTRA

Epic LC 3228

LESTER LANIN

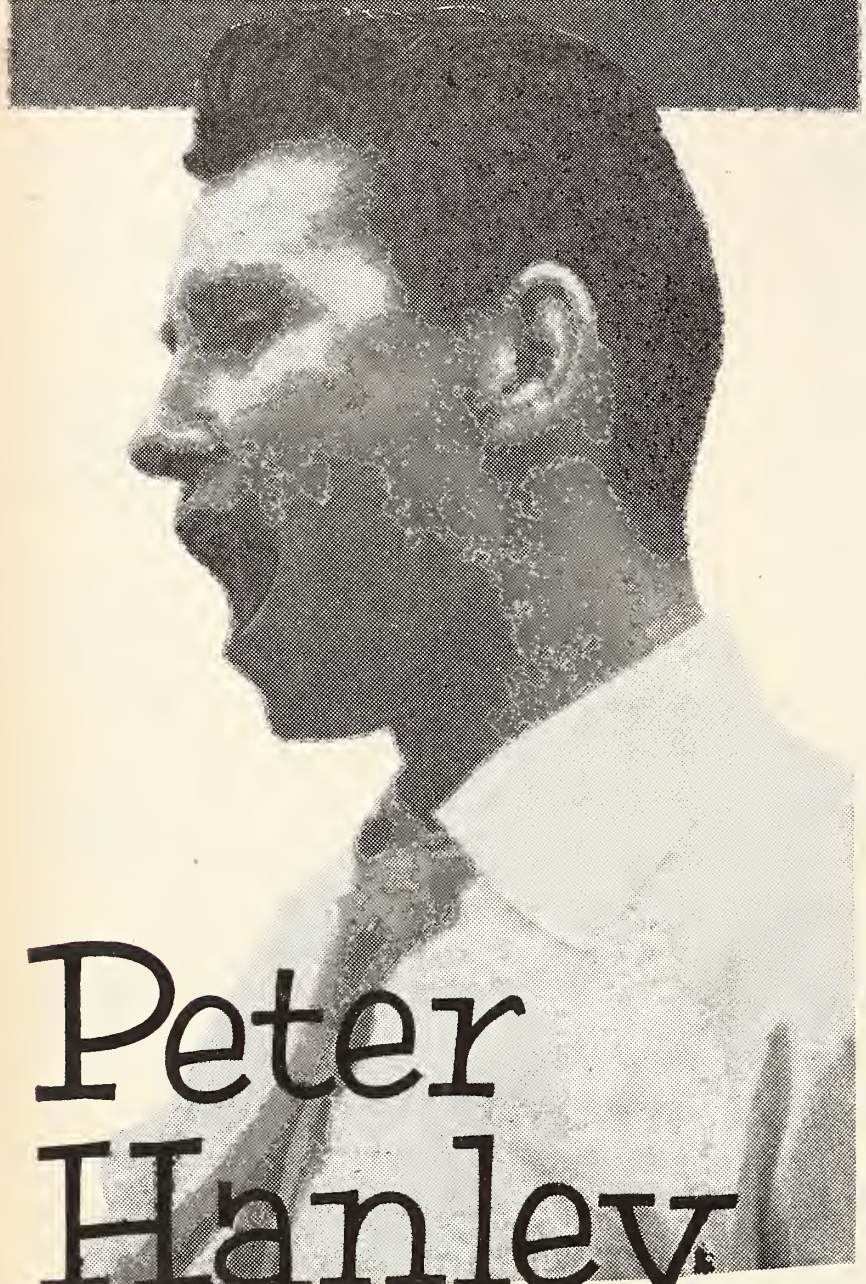
Epic LN 3242



EPIC RECORDS

EPIC IS EXCITED!—AND YOU WILL BE, TOO
when your Epic Salesman presents
THE 1956 EPIC FALL MERCHANDISING PROGRAM.

FIRST RELEASE!



Peter Hanley

sings

"I LOVE YOU SAMANTHA"

B/W

"MY HEART IS SO FULL OF YOU"

Act 2, Scene 5, of "Most Happy Fella"

ORCHESTRAL ACCOMPANIMENT BY BUDDY BREGMAN

V-2017 V-2017X45

Verve record excitement

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

The Headaches Are Almost Over



by SID FELLER

Starting a new record company presented many problems. One of our first tasks, after Mr. Sam Clark, our President, set up the company's distribution, was the selection of artists.

Well known record personalities were almost impossible to get as most had long term contracts, and those that were available wanted deals that would have the company working for them. Consequently, it was necessary to seek out new talent that had no previous record exposure as well as young, available artists that we had great faith in. Of the latter, Eydie Gorme has proved beyond a doubt that she is one of the finest recording artists in the business as evidenced by her "Too Close for Comfort".

As far as our "unknowns" are concerned — Bobby Scott ("Chain Gang"), The Rover Boys ("Graduation Day"), John Leslie, Dick Duane, Bette Anne Steele ("Mr. Wonderful") — all have demonstrated that new singers stand as much of a chance at success as the "oldies".

Getting the right material was, and still is, our major problem. Very few publishers are willing to show us songs that they can show to other companies for "major" artists. A few publishers have had faith in us and have given us a first crack at what we consider good material and in most cases their confidence has paid off in substantial royalty payments. As time goes on, and as our artists are more and more accepted by the D.J.'s and the buying public, the more skeptical publishers will also be showing us their "top drawer" material.

Seeing all the publishers and song writers is another situation that runs into a snag every once in a while. It is quite impossible to see everyone just when they wish, as there is only so much time that can be put aside for publisher appointments. Recording, editing, setting up sessions with artists, arranging, meetings with company executives — all take up many precious hours. Unfortunately for all concerned, some publishers just don't seem to understand when you cannot see them at the very moment they call. It is oftentimes necessary to make publisher appointments a few weeks in advance. Of course, if any one of them has what is called "a hot song" — it is a very easy matter to call and leave his material with my secretary, who, in turn, will be sure it is heard and that an answer is given as soon as is practicable. We have recorded a number of these last minute "hot" songs, so we urge all who cannot get a quick hearing to please leave their material with Vickie!

We've tried to establish good publisher relations, as we feel sincerely that we need their best material if we are to exist and prosper.

Yes, starting a new record company is tough, but it does have many compensations. When the general comment is "You're making the best records in the business" — you cannot help but feel that the job you're doing is not in vain. The team of Don Costa and Sid Feller wish to thank all who have made our initial success possible.

Happy 14th from Jim Lounsbury

"BANDSTAND MATINEE"—WGN-TV

"LISTEN TO LOUNSBURY"—WGN

CHICAGO

NEW HOT RELEASE!

THE MELLOWS

"LUCKY GUY"

b/w

"MY DARLING"

Celeste # 3002

CELESTE RECORDS

43 Harrison Ave., Brooklyn, N. Y.

DJ's - Ops

Thanks

"GRASSHOPPER JUMP"

BARNEY FIELDS

KEITH MUSIC — CHICAGO

SINGER ONE-STOP

HAPPY 14th

1812 WEST CHICAGO AVE., CHICAGO 22, ILL.

(ALL PHONES: Humboldt 6-5204)

MIDWEST'S LARGEST ONE-STOP

FREE TITLE STRIPS TO OPERATOS!

HAPPY 14th

these

cadence

12"
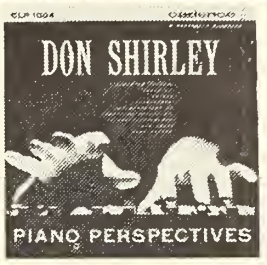
LP's



TONAL EXPRESSIONS: DON SHIRLEY. An LP that constantly moves off your shelves FAST. CLP 1001. 3.98 list. Hi-fidelity.



PIANO PERSPECTIVES: DON SHIRLEY. A selection of standards in the famed Shirley technique. CLP 1004. 3.98 list. Hi-fidelity.



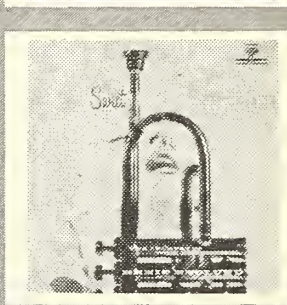
ORPHEUS IN THE UNDERWORLD: DON SHIRLEY. An improvisation by Shirley translating a story into music. Good appeal to classical buyer. CLP 1009. 3.98 list. Hi-fidelity.



THE MARINERS SING SPIRITUALS. A collection of favorite spirituals by the famous ex-Godfrey-ites. CLP 1008. 3.98 list. Hi-fidelity.

GRUSSE AUS DER HEIMAT: (Greetings From the Homeland). Popular music of Germany. Recorded by Germany's top "pop" artists. CLP 1006. 4.98 list. Hi-fidelity.





sell

HI-FI KEYBOARDS: BILLY MAXTED. A collection of 31 tunes, each a party favorite. Great for private or public socials. A terrific impulse seller. CLP 1005. 3.98 list. Hi-fidelity.



SWEET—THE TRUMPET OF ERNIE ENGLUND. Tremendous acceptance by O.J.'s and reviewers. Great appeal to mood music customers. CLP 1014. 3.98 list. Hi-fidelity.



DIXIELAND MANHATTAN STYLE: BILLY MAXTED. The latest sounds in Dixieland by a recognized master. For all your "Dixieland" customers. CLP 1013. 3.98 list. Hi-fidelity.



JULIUS LARDSA. A collection of Julie's best. Take advantage of his current Como replacement series on TV. CLP 1007. 3.98 list. Hi-fidelity.



JAZZ AT NICKS: BILLY MAXTED. The identical sounds that are heard nightly at Nicks in Greenwich Village, the center of today's Dixieland. CLP 1012. 3.98 list. Hi-fidelity.



PEE WEE ERWIN AT THE GRANOVIEW INN. Recordings of Dixieland Jazz made right at the Grandview Inn. For the large group of Dixieland fans. CLP 1011. 3.98 list. Hi-fidelity.



SMART SONGS FOR THE SMART SET sung by CHRIS DANE. A collection of great standards beautifully recorded in Sweden. Includes some of Ernie Englund's outstanding trumpet work. CLP 1010. 3.98 list. Hi-fidelity.

cadence RECORDS

"It's What's in THE CASH BOX That Counts"

HOT

LITTLE WILLIE JOHN
FEVER
b/w
LETTER FROM MY DARLING
KING 4935

JAMES BROWN with the FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
FEDERAL 12258

BILL DOGGETT
HONKY TONK
PTS. 1 & 2
KING 4950

EARL BOSTIC
ROSES OF PICARDY
b/w
WHERE OR WHEN
KING 4943

JERRY DORN
WISHING WELL
b/w
SENTIMENTAL HEAVEN
KING 4932

THE MIDNIGHTERS
EARLY ONE MORNING
b/w
TORE UP OVER YOU
FEDERAL 12270

BONNIE LOU
NO ROCK 'N ROLL TONIGHT
b/w
ONE TRACK LOVE
KING 4948

BILLY GAYLES
IF I HAD NEVER KNOWN YOU
b/w
I'M TORE UP
FEDERAL 12265

JACK DUPREE
BIG LEG EMMA'S
b/w
MAIL ORDER WOMAN
KING 4938

OTIS WILLIAMS and his CHARMS
IT'S ALL OVER
b/w
ONE NIGHT ONLY
DELUXE 6095

KING RECORDS

RCA Victor Employees Double In Brass



by C. H. FOULKE

Not long ago I was looking over an application from a young man who wanted a job in the RCA Victor Record Division accounting department. In the space labeled: "What Are Your Other Interests" he had written, "playing fluegel horn."

A few years ago I might have been puzzled at an accountant's apparent affinity for a fluegel horn. Today I'd be surprised if an applicant for any job from clerk to a managerial post didn't evidence at least an avocational interest in music.

Among our secretaries you'll find coloratura sopranos, contraltos, pop singers, a half dozen or so violinists and enough piano players to keep the Steinway family in business for another 50 years.

One of our sales managers held a union card as a jazz guitarist for 13 years; one of our publicity people served a stint as director of a children's choir on a television program; one of our promotion men plunked a bass with a top swing band for several years; another will hum you the tenor solos from any opera you'd care to mention.

With this abundance of talent about, you might think they'd be ready to dish out advice to our artists and repertoire people at the sound of a flatted fifth. Actually, they keep their musical opinions pretty much to themselves while the product is in the making.

But the intense interest 90% of our personnel displays in our completed product is one of the reasons our A & R and production people are acutely aware that they always must maintain top quality.

And another thing—who but musicians, be they amateur or professional, could work at other jobs with the sounds of symphonies, jazz, pop and country western singers blaring simultaneously from a half dozen different record players?

Beech Records Formed



BEVERLY CHERNER

NEW YORK—Beech Records, Inc., a new independent diskery, made its debut on the record scene this week with its first release by Eddy Thomas and his Bar-B-Q-Boys singing "Hot Tears" coupled with "Four Bare Walls".

Headed by femme prexy Beverly Cherner, the firm plans to issue releases regularly in pop, country and rhythm & blues fields. Miss Cherner, prior to starting the Beech label, was actively connected with both major and independent companies. She is now in the process of building an artist roster.

"We are in business", states Miss Cherner, "to make a dollar for ourselves, our distributors, operators and dealers. We may be johnny come lately, but we're not babes in the woods".

Beech Records is located at 1650 Broadway in New York City.

DISTRIBUTORS FOR
BLUE NOTE
CONTEMPORARY
GOOD TIME JAZZ
HI FI
LIBERTY
PACIFIC JAZZ
STORYVILLE
FRUMKIN SALES CO.
2001 SO. MICHIGAN AVE.
CHICAGO, ILLINOIS

The Record Business In Britain Is Now A Matter Of National Importance

by MARCEL STELLMAN

When the boom in the record business started, everybody said it wouldn't last, television would overshadow the industry, and records would just become a commodity for those who couldn't afford the 20th Century magic lantern. That's how the national press visualized things a few years ago. Today, however, the picture is an entirely different one, and if anything, records have become the main feature in television's success because the names on those labels are the names on our screens and the names we write about daily, not only in trade papers but in the national press. Every leading newspaper has a record critic; every leading paper in the country reproduces best selling record charts; and almost every newspaper runs an event connected with records and recording stars.

Whereas before a news item connected with a recording star may have been lost in some obscure column of the back page of a newspaper, today a similar item easily makes front page news, even headlines. Therefore, we can see with pride that the record industry is of national importance.

In the film industry directors now look to record names as box office attractions and follow the American idea of having a big recording star singing the title song in the opening credits of a film, or a well known recording orchestra play the theme throughout a picture.

Television is snapping up names in the recording world, and their most popular shows are those featuring artists whose reputation has been made via that little bit of wax, even the famous London Palladium, Britain's No. 1 vaudeville theatre, takes pride in presenting stars whom the public rushes to see, stars of the record world.

We in the record business feel that this national recognition is worthy of the efforts made by the people who make records, the record companies, the A & R men, the engineers, the men who press millions of records each year, the disk jockeys, in fact all who work in encouraging new talent, bringing to the nation joy and happiness which all can share.

Benefit In Bridgeport



BRIDGEPORT, CONN.—During a recent junket to plug her new Jester release, "I've Been Waiting Just For You", Irene Carroll stopped off to do a benefit in Bridgeport, Conn. Shown above is Miss Carroll being congratulated on her performance by Francis Zaletta, the emcee. Looking on at left is Andrew Griz, producer of the show, and John Huchko, chairman of the benefit. Previous to her appearance, Irene visited with local deejays Harry Downie at WICC and Harry Luke at WNAB.

Our Fabulous New Releases...

B. B. King
'SWEET LITTLE ANGEL'
b/w 'BAD LUCK' rpm 468

NATION'S CURRENT HIT
The Cadets
'STRANDED IN THE JUNGLE'
mod. 994

The Cliques
'MY DESIRE'
b/w 'I'M IN LOVE WITH A GAL' mod. 995

Jimmy Beasley
'DON'T FEEL SORRY FOR ME'
b/w 'LITTLE COQUETTE' mod. 996

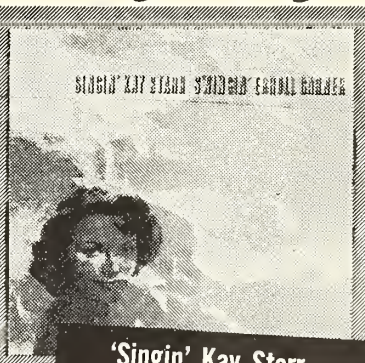
MODERN RECORDS Long Playing Albums



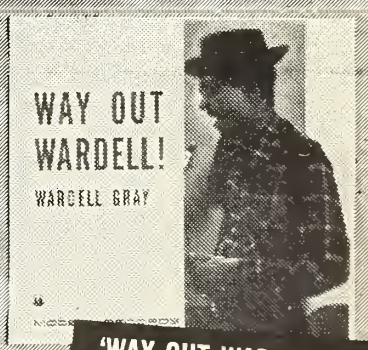
RED CALLENDER
'SWINGIN' SUITE'
LMP 1201



'GROOVIN' HIGH'
with STAN GETZ
LMP 1202



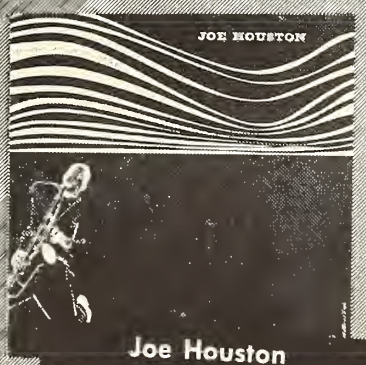
'Singin' Kay Starr
'Swingin' Erroll Garner'
LMP 1203



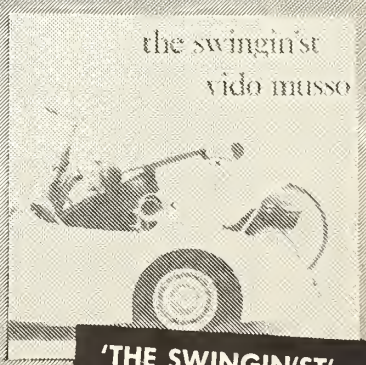
'WAY OUT WARDELL'
WARDELL GRAY
LMP 1204



'SPRING FEVER'
DON, DICK 'N' JIMMY
LMP 1205



Joe Houston
'Blows All Nite Long'
LMP 1206



'THE SWINGIN'ST'
VIDO MUSSO
LMP 1207

Modern RECORDS RPM
9317 w. washington blvd.
culver city, california



Liberty

Julie London's

"Lonely Girl" b/w "September In The Rain"

Takes Off Again!!!

One of the Nation's Top Selling Albums

Disk of the week—The Cash Box

55025

"Lonely Girl" LRP 3012

LIBERTY REG. U.S. PAT. OFFICE

Records, Inc.

In Gratitude



HARTFORD, CONN.—Mr. Roskin (left) of Roskin Distributors, Hartford distributor of Columbia Records, is shown above turning over his check in the amount of $500 to the American Cancer Fund thru toastmaster Charles Stumpf. Roskin made the contribution to Tony Bennett's favorite charity in gratitude for the Columbia songster's appearance at the recent Connecticut State Cancer Fund Victory Dinner.

Frances Langford Hosts Jockeys And Press On Yacht Cruise

NEW YORK — Frances Langford and her husband, Ralph Evinrude, treated dee jays and trade paper representatives to a delightful evening cruise aboard their fabulous yacht "The Chanticleer," last Saturday, July 14th.

The cruise was held in conjunction with the release of the first commercial record by Miss Langford in the past 11 years—two new tunes on the Unique label dubbed "Rockin' In the Rocket Room" b/w "When You Speak With Your Eyes". The former was written by Zack Mosley, Barnee Breeskin and Dick Manning. Mosely is better known as the creator of the famed "Smilin' Jack" cartoon strip. The coupling was penned by Peggy Lee, Dave Barbour and Rene Touzet.

The cruise up the Hudson fell on a beautiful summer night and the general comment was "I hope this never ends." "The Chanticleer" is a gorgeous cruisemaster built by the Defoe Shipbuilding Company of Bay City, Mich., in 1947. It's among the most modern yachts of the day, is 118-feet in length, has an 18-foot six-inch beam and a 6-foot 6-inch draft. A beautiful ship with 4 double staterooms, 4 baths, has a main saloon, dining room and an after lounge. There are five TV sets aboard, a 100 record automatic phono, and sound movie projector equipment. The vessel, driven by 4 GM diesel engines, is operated by a crew of eight.

Miss Langford, needs no introduction to the music world. In her radio career she became most famous as star vocalist on the "Bob Hope Show" and in the light-comedy role of Mrs. Bickerson on "The Bickersons." On TV, she starred in the "Star Time" series and co-starred with Don Ameche in the "Langford-Ameche Show." She has appeared in a number of top films including "Broadway Melody", "Born To Dance", "Yankee Doodle Dandy", "This Is the Army" and a number of others.

She has sold more than 15 million records during her career, among the biggest being: "I'm In the Mood For Love", "Then You've Never Been Blue", and "I've Got You Under My Skin".

During the War, she spent every possible moment away from her professional life entertaining service men and women in every theater of operations. She sang in England, Iceland, Ireland, North Africa, the South Pacific, and throughout the U.S. Last year, Fran scored a tremendous triumph when she appeared at the Cotillion Room of the Hotel Pierre in New York. Her act was greeted with critical acclaim and capacity business.

New Label Bows

MEMPHIS, TENN.— George E. Paullus, president of Holiday Records, announced this week the formation of his new label and the simultaneous release of the first Holiday waxing, "Only When" b/w "Weepin' and A- Wailin'."

Both ditties are thrushed by Tommy Durden, well known in the music biz as the co-writer of "Heartbreak Hotel" and as a vocalist. Durden has starred in top rooms throughout the South and Southwest and had his own TV show on KTXL in San Angelo, Texas.

The Dick Gersh Office is handling promotion and publicity for the Holiday plattery.

CONGRATULATIONS CASH BOX

CLAIRE and SAXIE DOWELL

WGN - CHICAGO

CBS Has Most Profitable Year In Its History

NEW YORK — CBS this week released its annual report to the stockholders of Columbia Broadcasting System, Inc., revealing that 1955 had exceeded all previous marks for the volume and profitability of CBS operations.

Net revenues and sales reached a rounded total of $316,600,000, up 12.9 per cent over 1954, the previous high in the company's history.

Consolidated net income after provision for taxes was $13,400,000, compared to the previous high of $11,400,000 in 1954, an increase of 17.4 per cent.

The 1955 sales volume for Columbia Records was the highest in its history. The Division's output of records, which reached a new peak of variety, ranged from classical and popular releases under the Columbia and Epic labels to special seven-inch Highway Hi-Fi disks pressed exclusively for use in automobile phonographs, as well as promotional records combining sound with printed matter by the new "Auravision" process.

An interesting highlight of the report was the result of a market analysis that showed approximately 90 per cent of the industry's total record output is bought by about 15 per cent of the families. It also touches on the Columbia "LP" Record Club inaugurated in 1955 whose purpose was to make record purchasing easier and help enlarge the base for record sales. "The Record Club, which offers monthly selections from the extensive Columbia "LP" catalog, represents the first subscription plan ever devised to include retail dealers and distributors in its membership enrollment and benefit plans," stated the report.

Beginning in August the Division began to produce more than 1,000,000 "LP's" a month, a new production peak.

Early in 1955 the Division separated activities concerned with Columbia-labeled records from all its other activities. This permitted a heavy concentration of attention on other products and services without interfering with the sales growth of its main product, Columbia Records.

Parading



WINNIPEG, CAN.—Dee Jay Gordon Ross (CJOB - Winnipeg, Can.) greets Decca star Bill Haley (right) prior to a huge parade which Ross' station staged for Haley and his Comets on the latter's arrival in the city to do a huge rock and roll show at the Winnipeg Arena. The parade went right through Main Street and thousands of Haley fans were on hand to shout their greetings.

Epic To Hold First Group Distrib Meets in N. Y., Chi. and L. A.

NEW YORK—Epic Records will hold its first group distributors meeting with a meeting scheduled in New York, Chicago and Los Angeles. The New York meeting is scheduled for 3:00 P.M. Wednesday, July 25th at the Park Sheraton Hotel. A large number of midwestern and western Epic distributors will attend this meeting and combine it with the NAMM meeting. The entire eastern group of Epic distributors shall also attend the New York meeting.

Goddard Lieberson, president of Columbia Records, is expected to be present on July 25th to address the attending distributors. Marvin P. Holtzman, director of Artist and Repertoire, Epic and Okeh records, will discuss the August and September popular album releases, as well as Epic's major jazz efforts and future plans, and the signing of major European popular artists and orchestras. Holtzman will also discuss the activation of the Okeh label as a specialized Rhythm and Blues label. In addition, Holtzman will discuss the third and fourth quarter popular single record plans, which were launched with the introduction of the Kossol Sisters, Eddy Manson, and several new artists of major status to appear on the Epic label during the forthcoming months.

William S. Nielsen, director of sales, will introduce the Epic 1956 dealer fall merchandising program.

Charles Schicke will review August and September classical releases and outline new major European orchestras and opera companies making their debut on the Epic label this fall.

Walter Hayum will discuss the 1956-57 merchandising program expansion of the HFHOM program which has encountered large dealer support and has expanded Epic marketing channels.

A new product will be announced at the time of the New York meeting.

The Chicago meeting will be held in Chicago on Friday, July 27th at 5:30 P.M. at the Palmer House. The meeting will be conducted by Walter Hayum, Charles Schicke and William Lawrence.

The west coast meeting will take place in Los Angeles and will be conducted by William Nielsen and Robert Demain.

In addition to the three divisional meetings, every Epic distributor will be contacted personally by an Epic factory representative during the week of July 27th to August 7th.

Canadian Capers

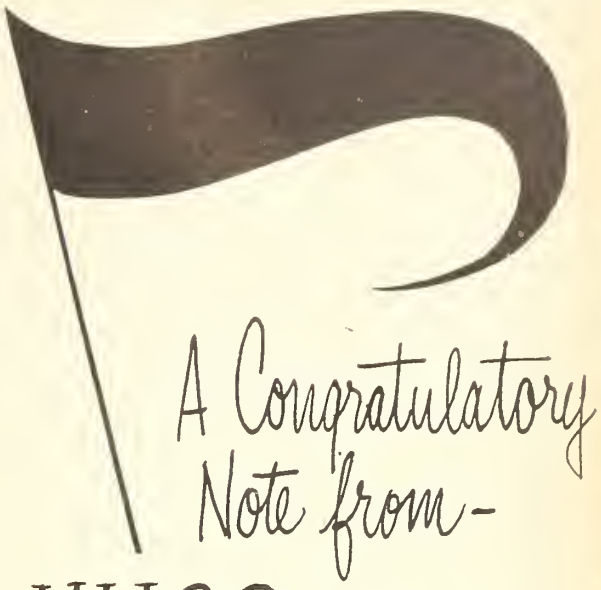
TORONTO TOPICS:

Don Law, Columbia Record's A & R man, was a welcome visitor to our town last Tuesday and Wednesday when he came north of the border to cut **Adam Timoon's** first session. This is a great Canadian talent and Columbia is to be congratulated for getting ahead of the field and pacting this dynamic Canuck singer. Keep your ears pitched for his first platter. We're sure it'll be a quick click. . . . Another smiling visitor is perky **Priscilla Wright** (Sparton) who was here en route from her latest Sparton-Unique recording session, accompanied by her dad, Don Wright. We understand that she's waxed two terrific tunes titled "(Baby) Don't Call Me" and "A Teenager Sings The Blues". . . . TO's jazz haven, the Colonial, brought in the **Joe Barone Quartette**, billed as the most versatile group in show business. The jazz fans are real happy about this appearance. . . . Spiral's **Joan Fairfax** was stumping the experts on CBLT's "Who's The Guest" last week and turned in a mighty fine performance. This show is a summer replacement for the "Denny Vaughn Show" and features TV singer **Colleen Delaney**. . . . Toronto gave swimmer Marilyn Bell a big send off on her trip to the Strait of Juan de Fuca. The C. N. E. Bandshell was packed with people to see her off and to listen to music by **The Commodores**, with vocalists **Jimmy Shields, Doris Swan. Jack Kane's** All-Star orchestra kept things in fine musical form. . . . TV personality **Billy O'Connor** has been offering his services to concerts given in Ontario Mental Hospitals and they have been accepted with a very big welcome. . . . The fabulous **Ella Fitzgerald** is pleasing all her fans around TO by appearing at the posh Brant Inn out Burlington way. This club is also taking advantage of **Duke Ellington's** appearance in Canada to bring him in for a concert-dance session. . . . For the first time in Canada, jazz will take part in a serious music festival. The CBC is broadcasting famous jazz artists and their bands every Wednesday night through the summer. **Wilbur de Paris** and his new, **New Orleans** orchestra, pianist **Willie (The Lion) Smith** and blues singer **Jimmy Rushing** start things off. Toronto jazz fans will also hear **Duke Ellington, Cal Jackson, Dave Brubeck Quartette,** and the **Art Tatum Trio** in the following weeks.



ELLA FITZGERALD

Two Ton Baker *says:*
"Happy Anniversary"





Capitol CUSTOM

COMPLETE CUSTOM SERVICE STUDIO TO DISTRIBUTOR

FIDELITY

. . . the most advanced facilities available for High-Fidelity recording.

. . . the finest trained engineering personnel.

QUALITY

. . . your records manufactured to meet the same high standards that produce the famous Capitol record.

SPEED

. . . fastest nation-wide service. Shipping from Scranton, Penna., and Los Angeles.

CUSTOM SERVICES DEPARTMENT

Capitol Records, Inc.

Tom H. Mack, Gen. Mgr.

1750 No. Vine, Hollywood, Calif. HOllywood 2-6252

Herbert I. Sachs, Eastern Sales Mgr.

151 W. 46th St., New York City. COlumbus 5-4758

HERE'S TO 14 MILLION MORE

ETHEL DAVIS

WGN - CHICAGO

SAPPHIRE RECORD CO.

Extends Best Wishes TO "THE CASH BOX" WITH THE NOBLES

BIG NEW RELEASE

"Who's Been Riding My Mule"

b/w

"Do You Love Me"

Sapphire # 151

SAPPHIRE RECORD CO.

32 NO. STATE ST., CHICAGO, ILL.

(All Phones: ANdover 3-5989)

TODAY'S HIT SOUND!

RAY ADAMS and his DEL-AIRS

"RATTLE MY BONES"

b/w

"I'M GONE"

RAINBOW 348

MYERS MUSIC, INC.

208 N. Broad St., Phila., Pa.

- FIVE
- THE LOVE OF GENEVIEVE
- WHILE THE CITY SLEEPS
- NEVER MY LOVE

Bourne, Inc. 136 W. 52d St. N. Y. C., N. Y.

BEST WISHES — HAPPY 14

ERNIE SIMON

WBKB-TV

Audiosonic — The Brill Building's Little Dynamo

NEW YORK—Probably everyone who ever wrote a song has either mailed, brought or sent his fresh little leadsheet—still warm—to some publisher in the Brill Building. The familiar address, 1619 Broadway, is printed at the bottom of more sheet music than any address in the world. Moreover, probably the smallest office in the Brill Building and without a doubt one of the busiest, is not a publisher, but a recording studio. Because, as everybody knows, a song without a demonstration record, will have a rough time getting off the ground.

Way down at the end of the hall on the 4th floor, behind a door marked Audiosonic Recording Studio, people are patiently waiting to record the song they're convinced top disk stars are waiting for. Sometimes waiting customers spill out of the waiting room into a queue in the hall. Sometimes competition to get in is so fierce that one customer will sneak into the studio proper while the existing customer is off the piano bench listening to his tape and refuse to budge, saying, "this will take only 3-minutes". . . . "I can do it in one take". . . . "I've been waiting 3 hours and I'm not moving 'til I make my record." A few people have been thrown out by the private police officer on duty in the building, but, for the most part, and in orderly fashion, records are ground out one or two at a time, to land on the desks of publishers, A & R men, or singers. In all, some 1200 songs per month are recorded in the studio, commonly called "the Audiosonic" or just "Audio." Of some 1200 songs recorded (though no serious attempt has been made to keep figures) probably a dozen records are obtained on major labels every month. Of the dozen records, probably one song is a hit each month.

Probably the first hit to come through Audiosonic was "Hey Mr. Banjo" by Mills Music. Then there were "Learnin' The Blues", "Davy Crockett", "Wee Small Hours Of The Morning", "A Tear Fell", "Moonglow", "Love And Marriage", "Too Close For Comfort", "Flying Saucer", and many others.

Shows, too, come through Audiosonic. Six months before anybody ever heard of "Mr. Wonderful", the writers from Laurel Music had recorded the now famous title song, and the whole score for the show.

In Audiosonic there are collectors' items such as Harold Arlen's original score for "House of Flowers", with Arlen himself playing and singing. Jule Styne, Jackie Gleason, and many other producers of shows can be seen waiting their turn in the smallest but the busiest studio on Broadway.

Then there's the other arm of show business, which uses music, singers, actors, writers, announcers, and the advertising agencies. This Madison Avenue set comes over and rubs shoulders with Broadway to record demonstration jingles for their products.

Now, after a 20 year hiatus, there will be orchestra sessions again in the Brill Building. The management has at last consented, after 20 years of refusal, to permit a studio to be made in the building, one large enough for orchestra dates. Last week, on the 8th floor of the Brill, the familiar name Audiosonic appeared on the door of room 817, the largest studio in the Brill Building, one which will probably be the busiest studio on Broadway, with the exception, of course, of the little old studio on the 4th floor. And what's more, they're right next door to the writers of "Mr. Wonderful" who are delighted not to have to travel all the way down to the 4th floor ever again!

In the waiting room you'll always see famous singers seriously thinking about a new song, waiting to try it on a record, just to see how it sounds.

Welcome To Houston



HOUSTON, TEX.—Paul Berlin (left) popular Houston deejay heard regularly on station KNUZ, stopped in at the Shamrock Hilton Hotel to say hello to Columbia songstress Joan Weber, who was appearing there. At the same time he met two of his buddies Bob Kornheiser of Cadence Records (second from right) and bandleader Shep Fields. Berlin who's on the air 5 hours a day, also runs a record shop and recently opened an ice cream parlor in Houston. Paul also has three kids to take up whatever spare time remains.

"Flying Saucer" Causes Legal Furor In Music Business

NEW YORK—When the "Flying Saucer" landed initially via New York disk jockeys Jack Lacey and Alan Freed, both of WINS-New York, it not only created a sensation among the youthful record buyers of New York, New Jersey, and right into Connecticut where WINS beams, but it created a bombastic confusion among record manufacturers and publishers both large and small.

According to most people in the trade interviewed, the disk issued on Luniverse Records, written, recorded by, copyrighted and manufactured by two youngsters, Bill Buchanan and Dick Goodman, both in their early twenties, has taken off more speedily and with greater excitement than any record in the history of the business.

Such quotes as "This has to be the biggest seller of the last ten years," Bernie Boorstein, Leslie Distributors, New York; and "If there is such a thing as a three or four million seller this is it," Harry Apostoleris, Alpha Records, New York; and "This is the greatest thing that could have happened for the summer business. It will not only hypo every record involved in "The Flying Saucer" but it will also pick up the business on all current releases," Joe Cohen, Essex Records, Newark, N. J.; and "This must be the biggest record since 'Near You'. It will definitely top 'Davey Crockett' ", Harry Finfer, Universal Record Distr., Philadelphia, Pa.

From the first play by Jack Lacey on Wednesday, July 11, and later the same evening when Alan Freed really laid on it, the phone calls and wires literally poured in. This office was also the recipient of a large number of calls asking who "Luniverse" was and where could they get the record. This reporter was shown wires to Buchanan and Goodman from all over the country begging for records. Jay Michael (WCAE-Pittsburgh, Pa.) got a copy from Leslie Distributors, who handle the line in Pittsburgh, played it on the air one time and asked the listeners to call in giving their opinion of the record. Leslie reports that 700 calls were clocked on the one play.

The three local distributors, Alpha in New York; Essex in Newark; and Universal in Philadelphia, all, tired but happy, complained that they were receiving just a small allotment as against the staggering pile of back orders. All three are rationing out the deliveries to the best of their ability, trying to be fair to everyone. Alpha got its first delivery on Wednesday, July 18, and went through 15,000 before the day was ended. Johnny Halonka of Alpha reports that he is back-ordered at least 15,000 to 20,000 more and if he got deliveries he would undoubtedly top 50,000 for the first week.

Bill Randle, who played the disk twice on his New York show on WCBS last Saturday, aired it in Cleveland (WERE) when he got back and the same pattern followed in that city. Randle immediately called and arranged for Dick Goodman to fly out to Cleveland and appear on his show. Bill Buchanan also left town for a two week promotion trip, to, as he termed it, "strike while the iron is hot".

The impact of the record was so great that the distribs reported overwhelming reaction from the retail shops. All reported that the smallest record shops, with an ordinary purchasing power of 1 or 2 on a number were begging for a minimum of 50. **The Cash Box** received a call from Horace Roth, Variety Record Shop, Louisville, Kentucky, who asked us to place an order "air express-c.o.d." for 50—78's and 250—45s.

The script of "Flying Saucer" is a humorous gimmicked affair telling of the landing of a flying saucer and what happened as a result. Incorporated are excerpts from a number of current or recent hit recordings, including, "Great Pretender", by the Platters; "I Want You To Be My Girl" by the Teenagers; "Long Tall Sally" by Little Richard; "Heartbreak Hotel" by Elvis Presley; "Earth Angel" by the Penguins; "I Hear You Knocking", by Smiley Lewis; "Band of Gold" by Don Cherry; "Tutti Frutti", Little Richard; "Magic Touch", the Platters; "Ain't That A Shame", Fats Domino; "Don't Be Angry", Nappy Brown; "Blue Suede Shoes", Carl Perkins; "Maybelline", Chuck Berry; "See You Later Alligator", Bill Haley; "My Prayer", Platters; "Shake, Rattle & Roll", Bill Haley; and "Poor Me" by Fats Domino.

Companies involved are Mercury, Gee, Specialty, Victor, Dootone, Columbia, Imperial, Savoy, Sun, Checker and Decca.

At presstime most of the manufacturers reached ranged from angry threats to serve an injunction, sue, or had adopted a wait and see attitude. Most had discussed the matter with their attorneys who were studying the case for legal ramifications.

Leonard Schneider, Decca Records, said "We are investigating the entire thing and have nothing to say at this time!"

Al Lorber, Columbia Records, when questioned, stated "It is too bad the kids didn't ask us for permission to use the piece from 'Band of Gold'. I'm sure it would have been ok with us. However, since they used it without permission we cannot permit them to get away with it. Without divulging our exact plan of approach, I can say that we have gotten together with the law departments of some of the other manufacturers and together we have worked out three avenues of attack. We are confident that all three or at least one of them will put the kibosh on this record."

Herman Lubinsky, Savoy Records, was more vehement in his remarks. "This is plain theft and we plan to sue."

At RCA Victor the story was similar to that of others concerned in that they were all aware of the record and were discussing it with their legal staff.

Frank Abramson, Republic Music, publisher of "Don't Be Angry" said, "I hope the record is a big seller since we expect to collect royalties for the use of our tune."

Al Berman, of the Harry Fox office, stated: " 'The Flying Saucer' infringes on at least a dozen publishers and we have placed the case in the hands of our attorney, Julian Abeles. As soon as we are able to locate either Buchanan or Goodman we shall get an injunction and institute suit. If we do not locate them within the next few days we shall get an injunction against the pressers and distributors. Publishers and record companies have been calling me, but of course we represent only the publishers. Buchanan and Goodman should have done one of two things. They should have requested a license or written the publishers notifying them of their intentions. On the basis of the number of tunes they have used they are liable for 36¢ to 38¢ for each record sold and I don't see how they can possibly pay anything like that figure. The boys have gotten themselves in real trouble and I feel sorry for them."

Milton Rettenberg of the legal department of BMI stated that the opinion that anything under four bars could legally be used without royalty payments is a popular misinterpretation of the law. Even if only one-half bar is used, if the tune is recognizable and identifiable, the user is liable for the royalties."

Julian Abeles, attorney for Harry Fox, said, "We are proceeding immediately to get an injunction against Bill Buchanan, Dick Goodman, the pressers and distributors. The papers are being drawn right now and the injunction should be in force within a few days."

Buchanan and Goodman said they had fully investigated the legality of their action before going into the manufacturer of the record. They said "We were assured by attorneys Warren Troob and Saul Goodman that we were within the law and were not infringing on any rights of the manufacturer, artist or publisher."

Buchanan stated, "Dick and I, on the basis of the advices we have received are confident, should there be a suit, that the law will uphold us."

Not even the actual flying saucer scare of several years back caused the excitement that this Luniverse disk has stirred up in the music trade. Scarcely a person met, whether involved or not, talks of much else. Rumors and opinions fly thick and fast. Some are horrified at what they therm "the audacity of the kids" and others openly congratulate the pair for their ingenuity and hope they make a fortune.

Not Professionally Consulted Says Troob

NEW YORK—Howard Gottfried, New York attorney, who is not associated with Warren Troob, but is taking his calls while Troob is vacationing in Europe, found it necessary to contact Troob in Stockholm, Sweden to clarify the latter's position in the case of "The Flying Saucer".

Gottfried was swirled into the center of the "hurricane" when his office was flooded with calls from attorneys of interested parties. When he became aware that he was sitting in the middle of, to put it lightly, a highly explosive situation, he felt it necessary to contact Troob to make him aware of what was happening.

Gottfried reached Troob at 4 a.m., Friday, Stockholm time, and came up with these reactions.

Said Gottfried, "Troob said he was never approached professionally on this case, only informally. Troob never gave them a flat ok but told them that there was a necessity for preparation and safeguards. Buchanan never returned to see Troob and he has no idea of what they have done."

However, Saul Goodman, attorney and father of one the Luniverse partners, Dick Goodman, stated that the boys had discussed the situation with Warren Troob who advised them of the necessity of working out safeguards. But, when Troob went to Europe, in their anxiety to get going on the record and on the assurances of Saul Goodman, who had searched the legal possibilities and felt that the precedent of "fair use" made the issue of the record perfectly legal. Buchanan & Goodman, without intent to compete with the original, or imply that they were selling the original, but were merely burlesquing, put out "Flying Saucer".

CONGRATULATIONS
CASH BOX
THE
JOHN McCORMICK
SHOW
WJJD - CHICAGO

• Congratulations •
to
Bill Gersh
and
The Cash Box
★
SIG SAKOWICZ
WJJD Chicago WAAF



NEW GREAT
DIFFERENT
"Turquoise Records"
PRESENTS
MARIO LEONETTI
"America's Newest & Greatest Song Stylist"
"Stars Over Rio"
TQ 0001-A
"Lonesome Guy"
TQ 0001-B
Distributors Attention:—A Few Territories Still Open.
9608 Olympic Blvd. Los Angeles, California

Many Thanks To Our Manufacturers
Wishing You Continued Success
Nate & Nate
Monarch Record Mfg. Co.
4852 W. Jefferson Blvd. Los Angeles, Calif.
Phone: REpublic 2-9151

London And Dot Announce Joint Distribution Alliance

NEW YORK — Simultaneous with the opening of Dot Records' new headquarters at Sunset and Vine in Hollywood, president Randy Wood announced the renewal of the company's affiliation with London Records in a distribution set-up unique in the record industry. Dot's new joint distribution deal with London label is to be handled in Los Angeles by the present London outlet, Hart Distributors, Inc., headed by president George Hartstone. Al Bennett, former vice-president of Dot Records, will take over as General Manager for Hart Distributors, which will now cover the exclusive distribution of both labels in the Southern California territory.

Effective immediately, Dot will switch distribution facilities in Boston, Mass. to the London outlet there, Mutual Distribution, Inc. The existing Dot-London arrangement with James H. Martin, Inc. in Chicago, and Lieberman Music Co. in Minneapolis will continue in force under the new management. The presently concluded pact will give London and Dot parallel distribution in approximately 40% of the American market. The joint distribution contract does not include any rights in artist and repertoire of either party to the deal.

At the same time, the present foreign agreement between Dot and London involving world markets has been extended for three years, whereby London will continue to distribute the Dot line in Britain, Holland, Germany, Italy, Spain, Switzerland and parts of the Near East. In the past year, several of the Dot artists have become established British favorites. Pat Boone, The Fontane Sisters, Gale Storm, and the Hilltoppers have all had records in the top ten in England.

Entirely new distribution outlets for the Dot line were also announced as Ackumulatorindustri Ab in Finland and Cosdel, Inc. in Japan.

Decca Signs Artists

NEW YORK—Decca Records has announced the addition of three new artists to its roster. Eddie Blue, a young vocalist from Fort Wayne, Indiana, is making his Decca bow with "This Is Only The Beginning" and "You Are My First Love". The former was written by Richard Mullan, author of the tune "He". Eddie Blue is currently making a disk jockey tour throughout Chicago, Detroit, Cleveland, Pittsburgh and Cincinnati. Decca has also pacted Len Carrie and his Crackerjacks — a five-man comedy-vocal combo whose first release is "Music Drives Me Crazy" and "Diddilly Diddilly Babe". Also at this time, Decca announced that they have purchased the master of two sides by vocalist Kay Cee Jones. The tunes, "Wait Little Darling" and "A Gypsy Fortune Teller", were previously released on the American label, Mills Music's diskery, and have shown good action in the Cleveland and Rochester areas. Decca is rushing disks out to the field, and believe the record will be a big one.

Award For Sports Package



NEW YORK—Columbia Records Transcription Division executives gathered at luncheon last week to present a special award to Craig Smith, vice president in charge of merchandising and advertising of the Gillette Safety Razor Company. Columbia vice president in charge of operations Herbert M. Greenspon presented Smith with a gold plaque symbolic of the sale of more than one million records. Gillette's award came about when the razor company recently packaged a 7" LP Columbia record with its safety razors and a package of blades, all to sell for $1.00. This special record consisted of excerpts from one of Columbia's best-selling albums: "Greatest Moments in Sports." The record was a natural for Gillette who is the industrial leader of sports sponsors. Smith commented at the time of the award that the experience was the kind Gillette enjoyed for a reason beyond the sales energy it generated. "An exciting campaign of this sort," the executive noted, "continues the Gillette tradition of pioneering in the widening of merchandising horizons!"

(Shown from left to right): Calvin Roberts, national sales manager, Columbia Transcriptions; Herbert M. Greenspon, vice president in charge of operations; Craig Smith, vice president merchandising and advertising—Gillette Safety Razor Company; and Albert E. Shulman, director of Columbia Transcriptions.

Victor Signs Lee Wiley, Bob Scobey & Jack Montrose

NEW YORK, N. Y.—The signing of three top jazz artists by RCA Victor has been announced by Fred Reynolds, manager, jazz artists and repertoire.

Lee Wiley will cut her first album for Victor in the near future. It will be composed of top Broadway and Hollywood tunes. Lee will be backed by Ralph Burns and his orchestra. She has been a top figure on the jazz scene since she was 17.

The second contract went to Bob Scobey's Frisco Jazz band with Clancy Hayes. Regarded by many as the most successful working dixie band in the country, the group returned to the West Coast from an engagement in Las Vegas and from a tour of colleges and night spots in the Midwest. The band will make its first RCA Victor album on the coast next month with Scobey on trumpet and Hayes doubling as singer and banjoist.

Recipient of the third contract was Jack Montrose, tenor saxophonist and arranger noted as one of the country's brightest young jazz writers. Montrose formerly played with Jerry Gray and the Art Pepper quintet. He will record an album for Victor with his own quintet early next fall on the West Coast.

Congratulations to
The Cash Box
SANDY SINGER
WTCN
Minneapolis, Minn.

Phonodisc Makes Quick Canadian Success

TORONTO, Canada—Less than four months ago Don McKim formed Phonodisc, Ltd., a new company to handle independent labels in Canada, with the intention of spending the slow spring and summer months in the organization of the company as an efficient sales organization primed for fall and winter business.

But things haven't turned out quite that way for Phonodisc, which is now doing the kind of business McKim forecast for next October. It all results from Phonodisc's quick acquisition, on a lease-royalty basis, of such hot items as "Stranded In The Jungle" by The Cadets, from Modern; "Rip It Up" and "Ready Teddy" by Little Richard, from Specialty; "A Casual Look" by the Six Teens, from Flip; and "Up On The Mountain" by the Magnificents, from Vee-Jay, all of which appear under Phonodisc's Regency label in Canada.

Phonodisc is also the exclusive representative of the Kapp label in Canada and has been doing wintertime business with Kapp's new LP's. McKim also reports that Kapp's "No One Home" by the Jones Boys, Melba's "Do You Love Me" by The Willows, RPM's "Until The Day I Die" by the Teen Queens, and Billy Bland's "Chicken Hop", on the Old Town label, are showing definite signs of a best-selling future in Canada.

Phonodisc introduced and intends to adhere to a sales policy that is unique in the Canadian field. All of its salesmen travel with an "inventory on wheels" and each dealer or operator receives his order on the spot. McKim states this is an essential part of Phonodisc's operation and results in increases of about 30% in dealer orders. Phonodisc salesmen work short hours early in the week and long hours during the latter part of the week to make sure dealers are well stocked for weekend business.

With its own offices in Toronto, Montreal and Winnipeg, Phonodisc advertises itself as "Canadian Headquarters For America's Leading Independent Labels". To complete its national distribution, Phonodisc labels are handled by Select Music Ltd., in Vancouver, and Van Dusen Bros., in Edmonton.

Gillespie Protests Senate's Ban On Sending Musical Units Abroad

NEW YORK—On July 18th, after hearing the Senate's decision to discontinue sending musical units abroad John "Dizzy" Gillespie sent the following telegram to President Eisenhower:

"Shocked and discouraged by yesterday's decision of the Senate in the supplementary appropriations bill to outlaw American jazz music as a way of making millions of friends for the U. S. A. abroad. Our trip through the Middle East proved conclusively that our inter-racial group was powerfully effective against Red propaganda. Jazz is our own American folk music that communicates with all peoples regardless of language or social barriers. I urge that you do all in your power to continue exporting this invaluable form of American expression of which we are so proud."

Field Opens San Francisco Distribution Firm

NEW YORK—Dick Field announced this week that he has opened a new independent record distribution company in San Francisco, California. The new firm will be called Field Music Sales and will be located at 270 Sixth St.

To date, the firm has the following lines: Dootone, Vee Jay, Empire, 4 Star, Parrot, Fiesta, Point, Paradise and Azteca.

Field is currently making agreements with representatives of other labels.

Haley On Spectacular

NEW YORK—Bill Haley and his Comets have signed to headline the NBC Spectacular out of New York City on Sunday, August 12, reports Jolly Joyce, Haley's booking agent.

The following week Haley opens at the Steel Pier, Atlantic City, on August 19. Jo Ann Tolley will also appear as an extra added attraction on the same bill.

JO ANN TOLLEY



"ALWAYS A BRIDESMAID"
"FIRST OFFENDER"
JUBILEE # 5240
Thonks to Monk Arnold for the recent four weeks ot the Hotel Henry Grody, Atlonto, ond Lourel Hill Club, Columbio, S. C.
Booked exclusively by
JOLLY JOYCE Theatrical Agency
Philadelphia: 1001 Chestnut Street
Returning to Steel Pier,
ATLANTIC CITY, N. J., week of AUG. 19

Best Wishes
Modern Distributing Co.
MIKE KURLAN
2978 W. PICO BLVD.
LOS ANGELES, CAL.
RE 3-2174
So. Calif. Distributors of
CORAL RECORDS

the PARIS SISTERS sing!
"THE BULLY BULLY MAN"
new hit by NERVOUS NORVUS
CAVALIER RECORD No. 828

Theme Melody of the M-G-M Picture
SOMEBODY UP THERE LIKES ME
SOMEBODY UP THERE LIKES ME
LEO FEIST, INC.

A Great First Record!
By
Patti Casey
"ROC DOC"
b/w
"Unkind Heart"
Vita # 136
VITA RECORDS

Congratulations from "The House of Hits"
JAMES H. MARTIN, INC.
1343 SO. MICHIGAN AVE., CHICAGO, ILL.

A Two-Sided Smash Hit!
"A Casual Look"
and
"Teen Age Promise"
by The Six Teens
Flip # 315
FLIP RECORDS
618 S. Ridgeley Dr.
Los Angeles 36, Calif.

ABC-PARAMOUNT
LATEST RELEASE
Mama, Teach Me To Dance
EYDIE GORMÉ
9722
A PRODUCT OF AM PAR RECORD CORP.

The everglowing standard
MOONGLOW
Sensationally featured in the Columbia Picture "Picnic"
MILLS MUSIC, INC.

"make me a child again"
recorded by FRANKIE LAINE Columbia 4-40720
REMICK MUSIC CORP.

The Big Ones Come From Valleybrook
Bill Haley and his Comets
"HOT DOG BUDDY BUDDY"
and
"ROCKIN' THROUGH THE RYE"
DECCA 29948
Valleybrook PUBLICATIONS INC. 112 E. 5th Street CHESTER, PENNA.

THE WEST'S NEWEST AND FINEST ONE STOP
Records: 45 RPM — 60¢ 78 RPM — 65¢
Extended Play — 98¢ LP's — 30% off
Complete Mail Order Service OPEN 7 DAYS A WEEK "Order Sunday, Pick Up Monday"
NORTY'S MUSIC CENTER
2775 W. PICO BLVD. Phone: REpublic 1-7258 LOS ANGELES 6, CALIF.

Congratulations
"Cash Box"
On Your 14th Anniversary
YOU'RE ABSOLUTELY THE TOPS!
JAKE FRIEDMAN
SOUTHLAND DISTRIBUTING CO.
441 EDGEWOOD AVE., S.E., ATLANTA, GEORGIA

Show Stoppers



LAGUNA BEACH, CAL.—Show stoppers at the "Night Owl Convention" in Laguna Beach, California recently were Leo Diamond, Peggy King and Jimmy Wakely. More than 7300 fans of KFI disk jockey Ben Hunter (left, with mike), attended the three day annual festival.

Glenn Miller Ork Scoring High Grosses

NEW YORK—The Glenn Miller Orch., under the direction of Ray McKinley, seems bent on breaking records, same way the old band did. In business just a month (organized mid-June) the band has had the box office-blues singing dance hall operators jumping for joy.

Port Dover Dance Hall (Port Dover, Ont.) reported "the best advance sale in 36 years" and Hershey Park reported "best business of the season" when the Miller/McKinley aggregation played there. Joyland Park (Lexington, Ky.) ops said they had "one of the biggest crowds ever" to show up. Dorney Park in Allentown had the biggest night of the year and re-booked for August. Port Stanley (Ont.) where they hit percentage, reported the "best business in two years" and also rebooked for next month.

An amazing 1720 admissions were paid (7/9) on a Monday night at Sudbury, Ont. Two nights before in Walled Lake, Mich., the band hit percentage and took home $1200 as their share. Lesourdesville Lake Park (Middletown, Ohio) clocked 3775 admissions! Edgewater Park (Celina, Ohio) had "the biggest night in three years", Carrolltown, Pa., had "fantastic business" and bought the band at their first open date in early September. Band went well into percentage in Buckeye Lake, Ohio, Idora Park, Youngstown and practically everywhere else they've played. Bookings are now solid through September and choice dates being picked up for the rest of the year.

Rockin' With Buck



NEW YORK—Caught in a moment of joviality with Hugo Peretti and Luigi Creatore, Eastern A&R heads for Mercury, is Buck Ram, who seems to be all over the music business these days. The three were supervising a session of Sugar and Spice who were recording "Don't Be a Bunny." Both the act and the song are Ram's. In addition Buck is riding high with such acts as the Platters whose current smash is "My Prayer". Incidentally, "My Prayer" is backed by "Heaven On Earth," written by someone called Buck Ram.

Mellin Sells ½ Interest In His British Firms To Associated-Redifusion

NEW YORK—Publisher Robert Mellin has sold a 50 per cent interest in his British publishing firms, Sherwin Music Ltd., and Robert Mellin Music Ltd., to the multi-million dollar Associated-Redifusion Company of England. Associated-Redifusion may best be described as the British counterpart of America's Muzak Corporation. It is one of England's two sources of radio entertainment—the other being the BBC Radio Network. Associated-Redifusion is a music service piped directly to the homes of the public—24 hours a day—from stations in 128 of the British Isles' major cities, and to stations in foreign territories including Jamaica, Trinidad, British Guiana, Barbados, Bermuda, Bahamas, Hong Kong, Kuala Lampur, Penang, Singapore, Panama City & Colon, El Salvador, Virgin Islands, Haiti, Mexico City, Nicaragua, Ceylon, India-Pakistan, Canada, South Africa, Malta, Africa, Fiji Islands and Australia. It's a service paid for on an annual basis, by the public. Associated-Redifusion is also the firm behind England's new Commercial Television Channel.

Prior to the agreement with Mellin, Associated-Redifusion's only affiliation with a music publisher was with the Keith-Prowse Company, which it owns. Keith-Prowse, however, has no American outlet and is solely a standard song outfit. AR was interested in purchasing a share in an active British pubbery affiliated with an active U.S. firm so it could be in a position to exploit new American tunes in England and at the same time exploit new British material in the United States.

Mellin flew to Europe a few months ago after being contacted by Associated-Redifusion, and completed the agreement.

Buchanan And Goodman Sell Interest In Tune To Patricia

NEW YORK—Bill Buchanan and Dick Goodman, of Buchanan & Goodman Music announced last week that they have sold fifty per cent interest in their publication, "I Promise To Remember," to Patricia Music.

The song was penned by Buchanan & Goodman's artist, twelve-year-old Jimmy Castor who recorded it with his group, the Juniors, on Wing Records, under the title, "I Promise." The song was more recently waxed by Frankie Lymon and The Teenagers on Gee Records with the new title, "I Promise To Remember."

Buchanan & Goodman stated they felt the tremendous promotion of the Morris Levy-Phil Kahl organization, working closely with George Goldner and Joe Kolsky of Gee Records, would give the song great impetus. The song broke onto the Top 50 this week.

Buchanan & Goodman and Patricia Music are now joint copyright owners and will work together in all matters concerning the publication of the song.

ANNUAL ENCYCLOPEDIA

THE CASH BOX

AND

DIRECTORY OF THE COIN-MACHINE INDUSTRY

1956



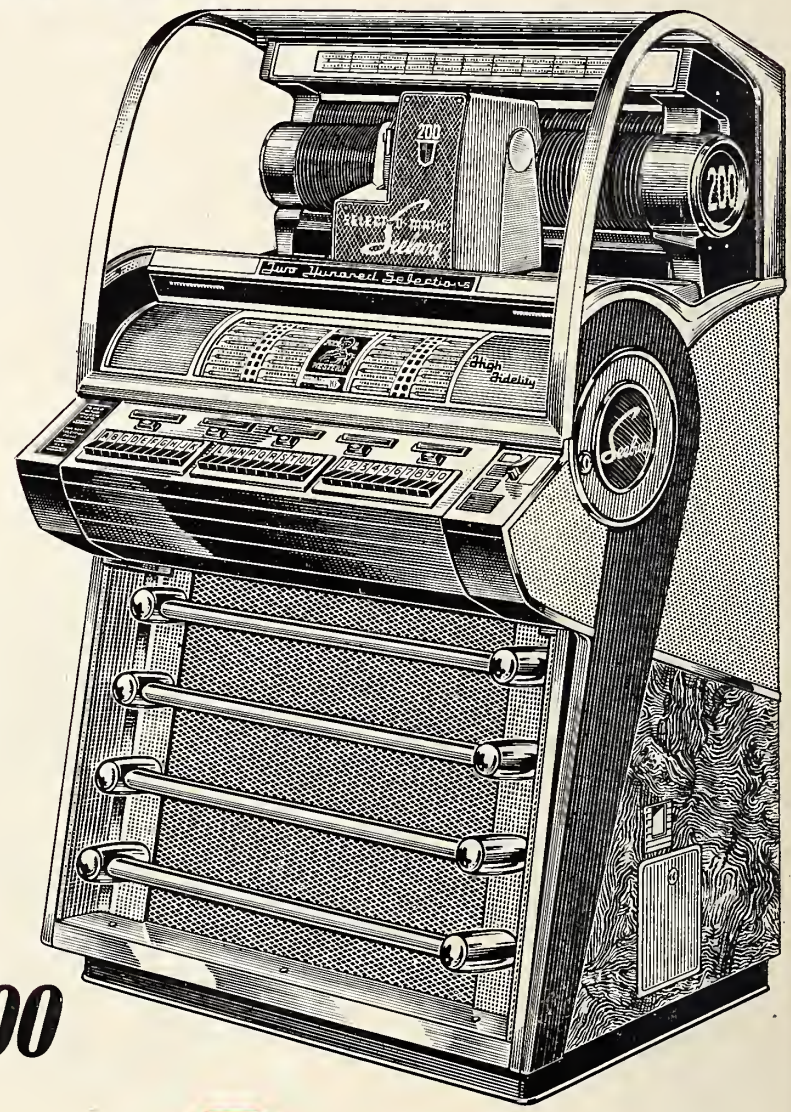
Congratulations to
The Cash Box

Popular music on singles...



Standards and Show Tunes on E.P.





there's a profitable place



r both on the Seeburg V-200

YOU



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems

July 28, 1956

Dear Friends:

Thank You for
fourteen great years.

Bill Gersh
Joe Osheck

CO-PUBLISHERS OF
THE CASH BOX

Just Wait UNTIL YOU SEE THE Rock-Ola 200

SCOTT CROSSE COMPANY
INTERNATIONAL SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILA. 30, PA. RITTENHOUSE 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

Congratulations on your Fourteenth Anniversary

● As leading music operators we know how extremely valuable *The Cash Box* has been to us these past fourteen years. That is why we take this opportunity to wish you many, many more anniversaries, so that we will be able to continue to enjoy the invaluable reports and editorials that appear in each week's issue of *The Cash Box*.

Robert Gnarro

ABC MUSIC SERVICE CORP.
5915 WEST GRAND AVE., CHICAGO 39, ILLINOIS
(All Phones: NAtional 2-8550)

HISTORY OF THE COIN-MACHINE INDUSTRY
July 1955 — June 1956

1955

JULY

★ Ralph Sheffield appoints Ernest F. Rezeau new Genco sales manager ★ United Manufacturing appoints Variety Distributing Co., Atlanta, Ga. distrib for Georgia, and Birmingham Vending Co., Birmingham, Ala., distrib for Alabama ★ The Rudolph Wurlitzer Company appoints Peach State Music Co. distrib for most of Georgia and parts of Alabama and So. Carolina ★ United Mfg. Co. produces "Super Slugger" ★ Exhibit introduces "Treasure Cove" gun ★ Sam Solway opens Sam Solway's Trading Post in Ste. Agathe, Canada ★ Bally Manufacturing announces "ABC" and "Congress" bowlers ★ Gottlieb ships five-ball, "Sweet Add-A-Line" ★ Exhibit announces new line-up of distributors ★ Atlantic New York Corp. moves to new, larger, modern quarters ★ AMI establishes nation-wide field service for music machine distribs and ops ★ Jack Devaney appointed to head *The Cash Box* office in Los Angeles ★ Genco Mfg. appoints Empire Coin Machine Exchange distribs for Wisconsin and Upper Michigan ★ ABC Vend. Corp. announces plans for a new building in Long Island City ★ Jack Rosenfeld, J. Rosenfeld Company, St. Louis, announces appointment of Kal Langer as new road rep for the firm ★ Mass. music ops raise $9,000. for cerebral palsy fund ★ Charles I. Pieri becomes sole owner of Monarch Coin Machine, Chicago. Clayton Nemeroff retires ★ British Board of Trade announces that from May 13, 1955 coin operated vending machines may be freely imported on "open general license" from "soft currency" countries, except those behind the Iron Curtain. Parking meters are excepted.

AUG.

★ Ben Becker, regional rep for United Mfg., and prior to that with Bally Mfg., dies suddenly while on business trip in Montreal, Canada ★ Alabama coinmen form statewide association. Officers elected are Morris Piha, president; Harry Hurvich, vice-pres.; and J. Leonard Barnes, secretary-treasurer ★ Chicago Coin announces "Bullseye Bowler" shuffle game ★ United Music Ops of Michigan campaign against sale and juke box play of objectionable records ★ Ops license fees cut in Dearborn, Mich. ★ Denver Municipal Judge George McNamara rules free play pins legal ★ Walter Harrison, chief engineer of J. H. Keeney & Co., retires ★ Chicago Coin extends Bush Distrib. territory to Georgia ★ J. Rosenfeld Co. named distributor for J. H. Keeney & Co. vendors for eastern Missouri ★ J. M. Novelty Co., Youngstown, Ohio, named Rock-Ola distrib for eastern Ohio ★ The Rudolph Wurlitzer Co. issues 1st Quarter Financial Report (April, May, June) which shows all divisions operating at a profit ★ Williams Mfg. ships new five-ball, "Three Deuces" ★ AMI, Inc., reports sales up 39.1% for first six months ★ Portland, Maine ordinance licenses pins at $10 ★ United Mfg. resumes production after being closed for two week vacation ★ J. H. Keeney & Co. announces plans for the addition of a cookie vendor and candy vendor to its vending line ★ Rock-Ola names Sanders Distrib. Co., Nashville, Tenn., distribs for Central Tennessee ★ Auto Photo announces the incorporation of new stroboscopic process of lighting into its Auto Photo machine ★ George Foster, Arkansas op, dies July 26 ★ Genco names Calderon Distrib. Co. for Indianapolis, Ind., T & L Sales Co. and Marmer, Inc., for Cincinnati, O., and S. L. Stiebel & Co. for Louisville, Ky. ★ Chicago Coin announces "Blinker Bowler" ★ First Coin Machine, Chicago, shows Chicago Coin "Bullseye Bowler" ★ Gottlieb ships two player, five ball, "Tournament" ★ Wurlitzer appoints Roth Novelty Co., distrib in ten northeast Pennsylvania counties ★ Exhibit names Active Amusements Machines Co., Philadelphia, Pa. distrib for eastern Pennsylvania and southern New Jersey ★ United Music Operators of Michigan launch weekly teen-age parties ★ Bally Mfg. introduces new kiddie ride called "Model T" with special permission of Ford Motor Company.

SEPT.

★ International Mutoscope ships "K.O. Champ" ★ Keeney introduces "Challenge" ★ Exhibit pays homage to Margaret O'Brien with party celebrating her thirty five years with the firm ★ South Dakota Phonograph ops meet in Deadwood September 11 and 12 ★ Nebraska Automatic Phonograph Association meets at Grand Island September 10 and 11 ★ George Workman, Workman's Automatic Music Service, Inc., Chester, Pa. op, opens his new one block, air conditioned building ★ R. F. Jones opens Spokane, Washington office ★ Chicago Automatic Phono bowlers open season September 12 ★ Exhibit introduces "Skill Pool" ★ Keeney introduces "Fascination Pool" ★ Sam Lewis elected president of Exhibit Supply Company ★ Seeburg introduces new 100 and 200 selection phonographs ★ Williams introduces five balls "Smoke Signal" and pool game, "Bank Shot" ★ Genco introduces season's first football game, "Quarterback" ★ United Music Ops of Michigan hold general and board meeting September 9 ★ Bally introduces new in-line "Miami Beach" ★ Connecticut Music Ops form disaster aid committee to aleviate losses suffered from floods ★ *The Cash Box* Price Lists finish seventeenth year of service to trade ★ Biggest production schedule in United history puts firm on six day work week ★ AMI holds sales convention in Grand Rapids to show distribs new Model "G" ★ Bally Mfg. announces its production at all time peak ★ Willie (Little Napoleon) Blatt announces the purchase of 50% interest in American Operating, Miami, Fla. ★ Gottlieb announces new five-ball, "Wishing Well" ★ Wisconsin Phono ops meet in Green Bay Sep-

ROCK-OLA



HI-FIDELITY MUSIC

. . . Extends

BEST WISHES

to

NEW YORK • CHICAGO • LOS ANGELES • DALLAS • NEW ORLEANS • MINNEAPOLIS • ST. PAUL • MIAMI

THE CASH BOX

on your 14th anniversary

ROCK-OLA

DISTRIBUTORS

RMC DISTRIBUTORS

Provide These Services For YOU

★ A full stock of automatic phonographs and accessories including all new current model ROCK-OLA'S and rebuilt late models, all makes.

★ A factory trained and supervised service department with a complete inventory of genuine ROCK-OLA parts.

★ The top dollar market for your trade-ins.

★ A broad financing service to provide help in the selection of the best payment plan for your individual requirements.

AMUSEMENT DISTRIBUTORS, INC.
Houston, Texas

CAPITOL MUSIC COMPANY
Jackson 1, Miss.

ASSOCIATED AMUSEMENTS, INC.
Allston, Mass.

AUTOMATIC MUSIC COMPANY
Tulsa, Oklahoma

BADGER NOVELTY COMPANY, INC.
Milwaukee 20, Wis.

BORDER-SUNSHINE NOVELTY CO.
Albuquerque, N. M.

H. M. BRANSON DISTRIBUTING CO.
Louisville 4, Ky.

BRILLIANT MUSIC COMPANY
Detroit 21, Mich.

H. B. BRINCK
Butte, Montana

CALDERON DISTRIBUTING, INC
Indianapolis 4, Ind.

COIN AUTOMATIC MUSIC CO.
Johnson City, Tenn.

COIN MACHINE SERVICE, INC.
Santa Rosa, Calif.

FABIANO AMUSEMENT CO.
Buchanan, Mich.

Flower City Amusement Co., Inc.
Rochester 5, N. Y.

FRANCO DISTRIBUTING CO.
Montgomery, Ala.

GILBERT MUSIC COMPANY
Bloomington, Ill.

H & H MUSIC AND DISTRIBUTING
Moline, Ill.

H. Z. VENDING & SALES CO., INC.
Omaha, Neb.

PAUL W. HAWKINS
Tucson 10, Arizona

HERMAN DISTRIBUTING CO.
Brooklyn, N. Y.

HUEY DISTRIBUTING CO.
Gretna, Louisiana

J. M. NOVELTY COMPANY
Youngstown, Ohio

LA BEAU NOVELTY SALES CO.
St. Paul 4, Minn.

LAKE CITY AMUSEMENT, INC.
Cleveland 3, Ohio

PAUL A. LAYMON, INC.
Los Angeles 15, Calif.

B. D. LAZAR COMPANY
Pittsburgh 19, Penn.

LE STOURGEON DISTRIBUTING CO.
Charlotte, N. C.

MODERN DISTRIBUTING CO.
Denver 11, Colo.

PHONO-VEND OF TEXAS
San Antonio, Texas

PUGET SOUND NOVELTY COMPANY
Seattle 99, Wash.

ROBINSON DISTRIBUTING CO.
Atlanta, Georgia

J. ROSENFELD COMPANY
St. Louis 8, Mo.

ROSS DISTRIBUTING CO.
Miami, Florida

S & M SALES CO., INC.
Memphis, Tenn.

SANDERS DISTRIBUTING CO.
Nashville 10, Tenn.

SCOTT CROSSE CO.
Philadelphia & Scranton, Pa.

SEACOAST DISTRIBUTORS, INC
Elizabeth 4, N. J.

DAN STEWART COMPANY, INC.
Salt Lake City, Utah

UNI-CON DISTRIBUTING CO.
Kansas City 11, Mo.

WALBOX DISTRIBUTING CO.
Dallas, Texas

WESTERN DISTRIBUTORS
Portland 5, Ore.

WORLD WIDE DISTRIBUTORS, INC.
Chicago 47, Ill.

FRANK KIRKE NOVELTY
Toronto, Ont., Can.

LAWRENCE NOVELTY CO.
Montreal, Que., Can.

MODERN COIN AMUSEMENT CO.
Regina, Sask., Can

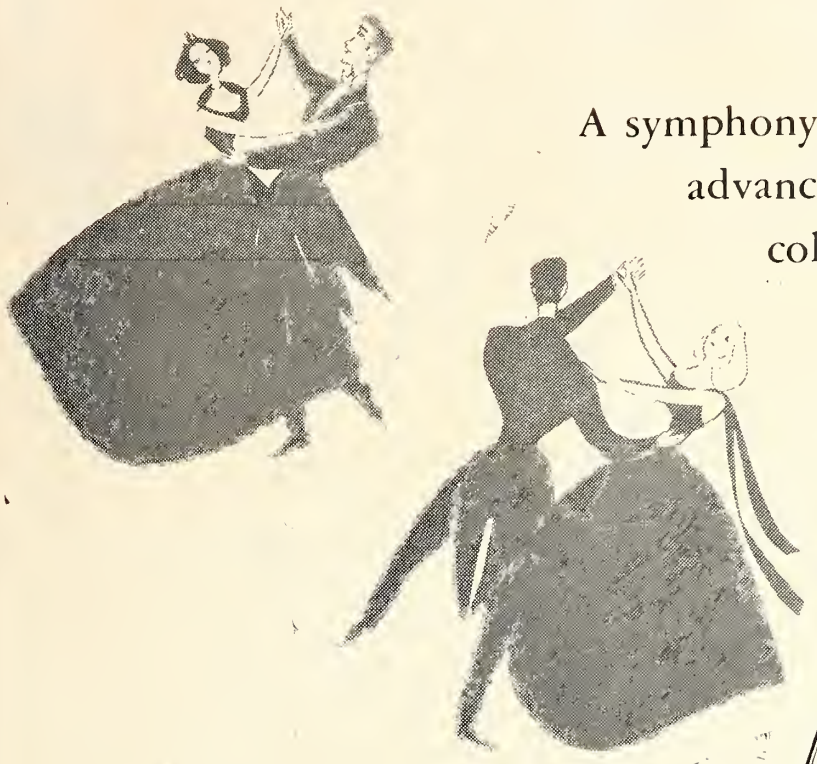
WILLIAM POUND AGENCIES
St. John's, Newfoundland, Can.

SELECT MUSIC CO.
Vancouver, B. C., Can.

VAN DUSEN BROS.
Edmonton, Alberta, Can.

WINNIPEG COIN MACHINE CO.
Winnipeg, Man., Canada

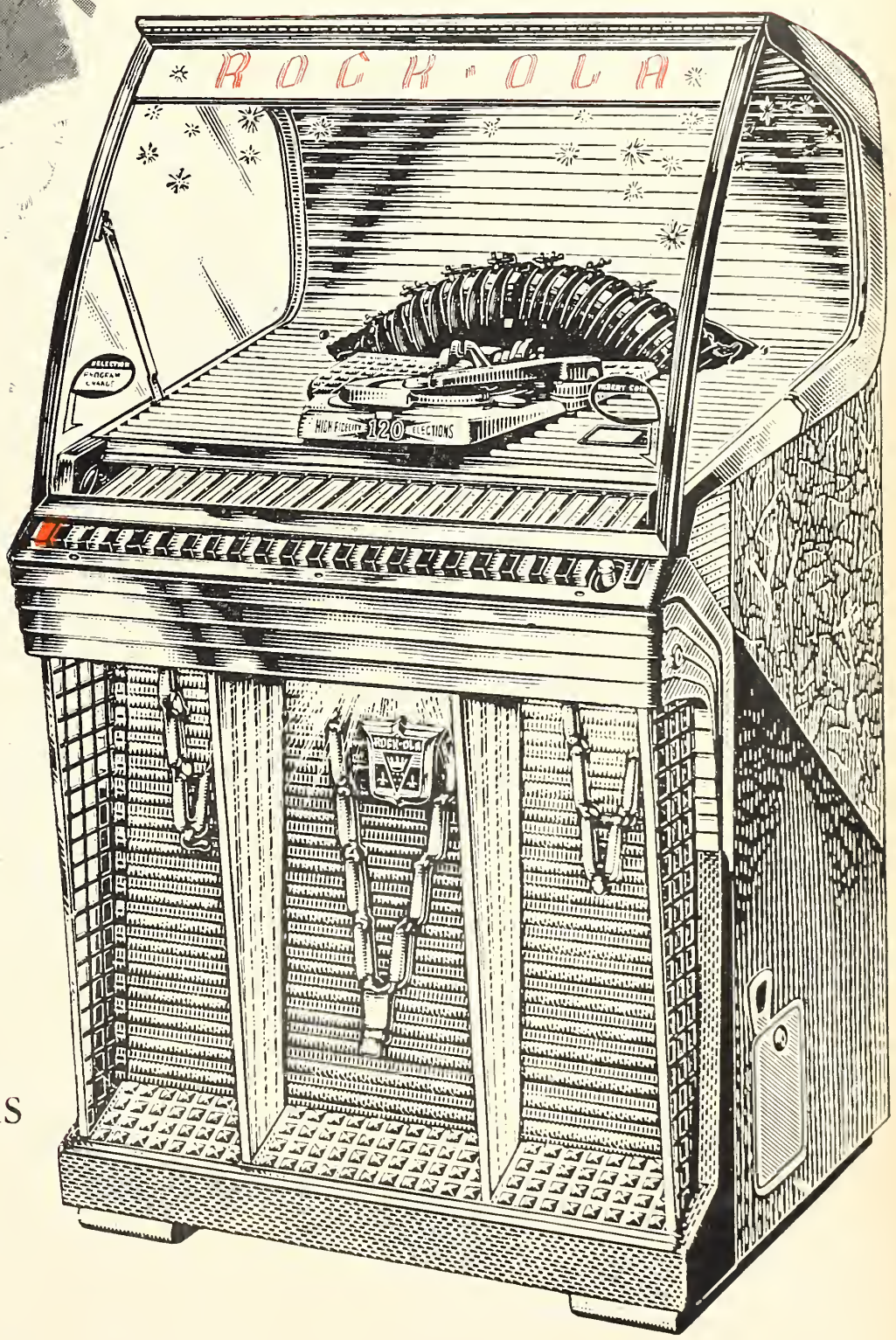
THE ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVE., CHICAGO, ILL.



A symphony of graceful modern lines and advanced electronic engineering, of dancing colors and golden-toned Hi-Fidelity MUSIC.

Model 1454

120 Selections



NEWEST IN THE LINE OF

OUTSTANDING

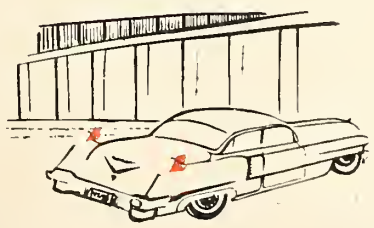
ROCK-OLA

PHONOGRAPHS

★

See it now at your

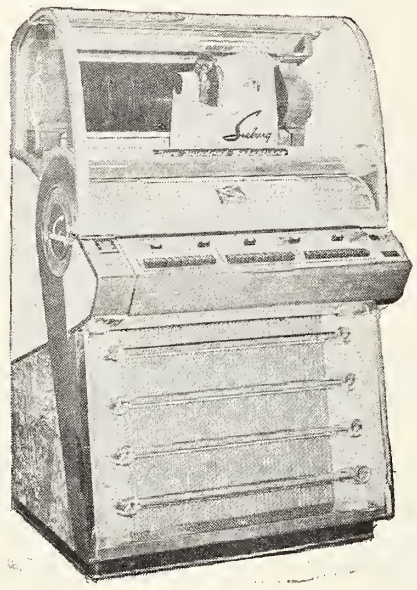
ROCK-OLA DISTRIBUTORS



Designed for your pampered locations

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

★ DALLAS 2900 GASTON
★ HOUSTON 910 CALHOUN
★ SAN ANTONIO 414 DOLOROSA

S. H. LYNCH & CO.
Exclusive Texas Seeburg Distributors

100% GOTTLIEB

OPERATORS WHO DEMAND

THE WORLD'S BEST GAMES — PEAK PLAY ACTION— BIGGEST TRADE - IN VALUES — COMPLETE PLAYER INTEREST—SATISFIED LOCATIONS—GREATEST PROFITS

GO 100% GOTTLIEB

WE ARE 100% EXCLUSIVE FACTORY DISTRIBUTORS FOR

D. GOTTLIEB & CO.

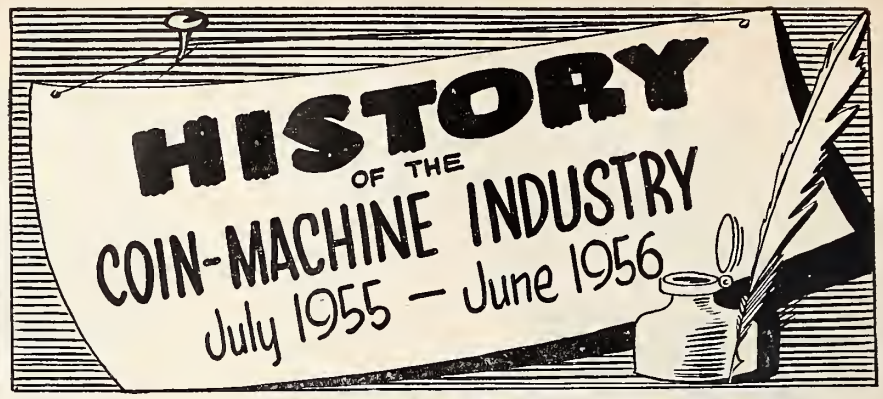
FLORIDA, GEORGIA, SO. CAROLINA, CUBA

Joe and Eloise Mangone

ALL COIN AMUSEMENTS CO.

2820 N.W. 7th AVE., MIAMI, FLORIDA

(All Phones: 82-2901 and 82-9932)



1955

SEPTEMBER 1955 (Continued)

tember 26 ★ Dave Bond appointed chairman of the Business Men's Council of the Combined Jewish Appeal in Boston ★ Wurlitzer "1800" awarded first prize in El Salvador popularity contest ★ Seeburg distribs throughout country hold showings for V-200.

OCT.

★ Exhibit Supply names Dan Stewart distrib for Utah and Wyoming ★ Keeney Manufacturing appoints Robinson Distributing, Atlanta, Ga., and Automatic Amusement Company, Evansville, Ind. ★ Nebraska Automatic Phonograph Operators Association holds two day meet, Sept. 24 and 25, at Grand Island ★ Wurlitzer appoints Hans Scheidegger as European Sales and Service representative ★ Half-year export analysis shows $7,740,750 spent for 28,365 machines in 1st 6 months of 1955 ★ New York License Department reveals that games brought $392,800. into the city's coffers ★ Genco announces "light assembly" for its "Tournament Pool" ★ Music Operators of Northern Illinois holds its seventh annual banquet October 13 ★ Joe Fishman resigns from Atlantic Pennsylvania Corp. ★ West Virginia Music Operators Assoc. holds first annual banquet October 21 at the Stonewall Jackson Hotel, Clarksburg, W. Va. ★ David C. Rockola announces appointment of Edward J. Moritz as factory manager ★ Bally Manufacturing announces "Pin Pool" ★ O. J. Mullinix admitted to the practice of law in Georgia ★ 18th annual banquet of the Music Operators of New York held at Waldorf-Astoria Hotel on October 8 ★ Williams Manufacturing Co. announces "Jolly Joker" ★ H. J. Heinz Co. will sell pre-heated meals through vendors ★ Exhibit Supply expands engineering department ★ Federal Judge Joseph Sam Perry terms U.S. $250. tax "morally wrong and possibly unconstitutional" ★ J. H. Keeney & Co. names Philadelphia Coin Mach. Exch. distrib for the Philadelphia area ★ Alabama Amusement Assoc. holds meet on October 2 ★ Rock-Ola shows "1452", new 50 selection phono ★ Massachusetts Music Operators Assoc. holds meet October 13 ★ D. Gottlieb & Co. introduces new two-player pinball, "Marathon" ★ United Mfg. presents "Topnotch Shuffle Alley" . . . Jack Cohen re-elected for 11th term as president of The Phonograph Merchants' Association, Cleveland ★ DuGrenier opens new service office in Memphis, Tenn. ★ Chicago Coin presents "Bowling Team Bowler" ★ Marvel Mfg. Co. introduces new plastics and chrome bars ★ Exhibit Supply breaks ground for factory addition ★ Tony Gasparro dies. October 13 ★ Genco Mfg. announces "Deluxe Tournament Pool" ★ Ben Coven donates five phonos to worthwhile institutions ★ Lou Casola re-elected president of the Mauh-Nah-Tee-See Country Club ★ Harry Siskind hosts coinmen at his home in drive to collect funds for the Yeshiva University and the Albert Einstein Medical Hospital ★ National Rejectors announce new New York office ★ Wurlitzer reports civilian products sales up for first six months ★ Norris Dispensers, Inc. announces new package milk vendor ★ Exhibit shows new "Skill Pool '84" ★ New York State Operators Guild elects Tom Gobels president.

NOV.

★ Keeney presents two new pool tables, "Deluxe Fascination Pool" and "Jumbo Deluxe Fascination Pool" ★ Music operators from Rock Island, Moline, Ill., and Davenport, Iowa, meet to talk "dime play" ★ United Mfg. offers new shuffly alley, "Regulation" ★ Walter Plisz honored by the J. P. Seeburg Corp. for forty years of service ★ Joe Chickey joins Rock City Amusement sales staff ★ Sal Groenteman and Al Polak fly to Europe ★ Florida rules okay for cities to license cigarette vendors ★ National Coin Machine Distributors Association holds first meet of reactivated organization ★ AMI attends meeting of the High Fidelity Mfrs. Institute in Philadelphia, Nov. 6 ★ City of Chicago calls on the Juke Box operators to supply big entertainment for annual high school football championship game ★ AMI Exhibits at Tavern Owners Convention ★ Vendo Company announces soup vendor ★ Gisele McKenzie models Mink Stole. Hundreds presented to operators by Wurlitzer ★ Samuel Wolberg first man to ever receive the Solomon Schechter Award of New York's Jewish Theological Seminary ★ Herman Wolf, Central Vending Machine Service, Philadelphia, dies November 16 ★ Williams Mfg. names Double-U Sales of Baltimore and Roanoke Vending Mach. Exch. of Richmond its distributors ★ Gottlieb & Co. presents "Frontiersman" ★ Wurlitzer announces twelve winners of distributor sales campaign. Prize is a seven day mid-winter vacation in Mexico City and Acapulco ★ Abe Witzen purchases complete control of International Amusement and Scott-Crosse. Sal Groenteman and Albert Polak sever connections and take complete ownership of Belgiam Amusement Co., Ltd. ★ Kansas Music Assn. elects Ivan Martin president ★ Bally Manufacturing intros new in-line "Beach Beauty" ★ Rock-Ola names E. M. Ravreby New England distrib ★ Judd Distr. Co., exclusive world sales agency for the D. Gottlieb products, names Lazzaroni & Schreiber of Torino, Italy, as exclusive distribs for Italy ★ Coinfirm display at NAAPPB (Park) show ★ Genco names R. F. Jones Oregon distrib ★ Chicago Coin presents "Automatic Pool" ★ Young Distributing, New York, moving to new quarters December 1 ★ John Haddock appoints Tonalty Ets., Antwerp, its exclusive Belgian distrib for AMI, BAL-AMI, and IMA-AMI juke boxes ★ Miami, Fla., Union announces its intention to start "School for Mechanics" ★ AMI offers "Color Wheel Visualizer" which enables location owners to make choice of 512 decorative color schemes ★ Albuquerque, N. M. passes ordinance taxing coin machines.

1

2

3

4

5

6

7

8

9

10

11

12

13

Congratulations, Cash Box, on your **14** *th anniversary*

United

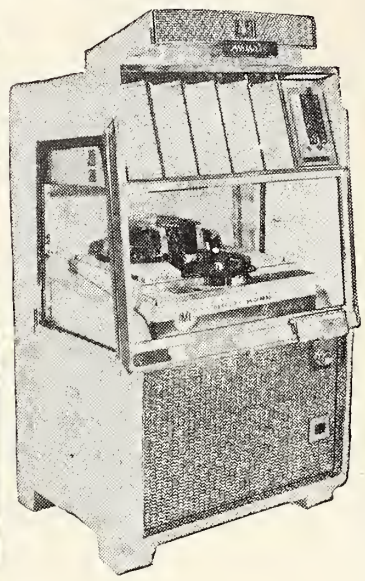
Manufacturing

Company

MICHIGAN OPERATORS

You See It Quicker!
You Play It Faster!

AMI
G-200



MILLER-NEWMARK DISTRIBUTING CO.

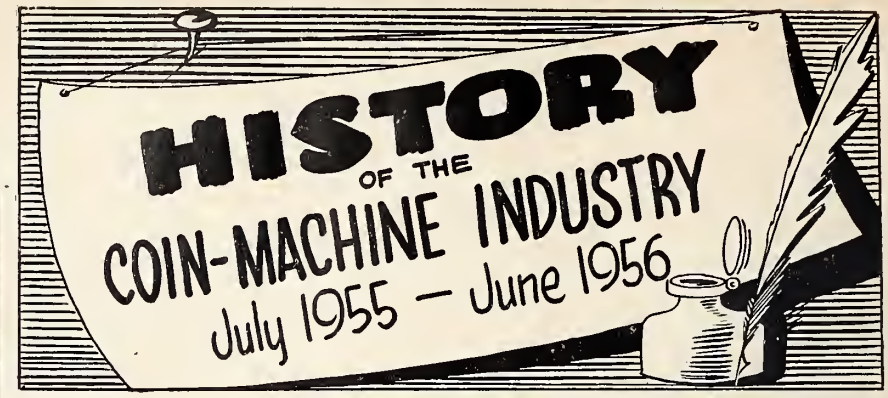
BILL MILLER
42 Fairbanks St., N.W.
Grand Rapids, Mich.
(Tel.: GLendale 6-6807)

★

DAN EVANS
5743 Grand River Ave.
Detroit 8, Michigan
(Tel.: TYler 8-2230)

EDWARD C. KENNEDY
Advertising

159 E. Chicago Ave.
CHICAGO 11



1955

DEC.

★ Voting gets under way for "Most Outstanding Coin Machine Man of '55" ★ N. Y. Cigarette Assn., Union and Ops fined on federal charge of sales monopoly ★ ABT Mfg. Corp. sold to Atwood Vacuum Mach. Co. ★ Exhibit Supply shows "Circus Target", "Twin Champ", and "Vacumatic Card Vendor" ★ Chicago Coin offers "Automatic Pool" ★ Coinmen give Park Show (NAAPPB) quick once-over ★ Music Ops of New York re-elect Al Denver, president ★ The Nebraska Automatic Phonograph Operators Assn. holds its quarterly meeting on December 3 and 4 ★ United Music Ops of Michigan cites Roy Small ★ Lou Casola, Mid-West Distributing Co., on board of National Foundation for Infantile Paralysis ★ Quint Cities, Ill. (Davenport, Rock Island, Moline, East Moline, Bettendorf, Milan, Silvis) goes dime play. Advises public through newspaper ads ★ Marvel Mfg. presents "Play-Pool" ★ Wurlitzer names Standard Auto. distrib for Arkansas territory ★ Lester Bloomstiel and Sam D'Agostino form The Capital Cigarette Service of La. with offices and warehouse in Baton Rouge ★ New York Associated Amusement Machine Ops hold 6th annual banquet at Waldorf-Astoria Hotel December 3 ★ United Manufacturing Co. delivering "Club Pool" ★ United Music Operators of Michigan run a surprise party for Roy Small to celebrate his 66th birthday on December 18 ★ Harry Rosenthal, head of Banner Specialty Co., Pittsburgh, Pa. dies at age of 61 ★ Anthracite Music Operators Assn. meets December 19 ★ West Va. Music Ops launch teen-age TV-Dance program ★ Coin Machine Servicemen's Union joins Miami Newspaper in Christmas toy repair campaign ★ Gottlieb presents "Easy Aces" and "Spot Pool" ★ Seeburg appoints Joseph H. Rogatnick head of overseas public relations ★ AMI represented at the International Fair for Peace anod Brotherhood held in the Dominican Republic from December 20 thru February 1956 ★ Wurlitzer distribs hold 3-day meeting in Los Angeles ★ AMI Gold Medal Award goes to Danny Thomas ★ Bob Slifer resigns from Seacoast Distributors, Elizabeth, N. J. ★ Harry Lavine, Oil City, La., celebrates 57th year in the coin machines industry ★ Redd Distrib-

uting Co., Boston, displayed Bally's "Model T" at an automobile show sponsored by a leading Boston newspaper at the commonwealth Armory, Boston ★ Eddie Fisher presents *The Cash Box statuette* to Jaye P. Morgan on his nation-wide TV show ★ Atlas Music, Iowa, moves to new quarters at Walnut and 12th ★ Bally Manufacturing intros "Broadway" ★ Ray Moloney wins "20 Year Club Gold Award". Voted "Most Outstanding Coin Machine Man of 1955" ★ Music Systems, Inc., opens new building in Detroit December 11 ★ Joe Fishman buys out R & Y Novelties in Newark, N. J. Will sell Wurlitzer phonos in Northern N. J. ★ Chicago Coin presents "Champion Pool" ★ New York City Deputy Mayor presents *The Cash Box* with citation for its efforts in the fight against juvenile delinquency ★ Exhibit Supply announces new king size pool game "Deluxe '84' Model" ★ John Gabel, manufacturer of what is believed to be the world's first disk record coin operated juke box, died Friday, December 23, at age of 83 ★ John W. Haddock flies to Europe ★ Auto-Photo- L. A., occupies new quarters ★ Mangan considers franchise for coin machine operation in way stations to the moon.

1956

JAN.

★ New York phono distributors launch forum to aid music operators ★ Rudolph Wurlitaer Co. holds ceremonies at North Tonawanda as it opens its Centennial Year ★ Wurltizer distributors show model "1900" phono ★ Albert S. Warren named Genco sales manager ★ "20 Year Club" passes 1,000 membership mark ★ Roy Small re-elected Conciliator of the United Music Ops of Mich. ★ Bally announces "Broadway" ★ Keeney Mfg. names Roth Novelty Company, Wilkes-Barre, Pa., and Royal Distributing Co., Cincinnati, O. as its distribs ★ Sam Taran, Miami Beach, scores the second hole-in-one of his golfing career ★ Nebraska Automatic Phonograph Operators Assoc. meets at the Pathfinder Hotel in Fremont ★ Redd Distributing Co., Allston, Mass. named Chicago Coin distrib ★ D. Gottlieb announces delivery of "Gladiator" ★ Exhibit Supply introduces new optional 2 or 3 hold play "Skill Pool" game ★ Singapore Government bans importation of coin or disc operated pintables, fruit machines, jackpot machines, shooting galleries and similar machines and spare parts for them. Record players, juke boxes and coin or disc operated cinematograph machines may still be imported ★ Eastern Mass. Music Operators Assoc. meet in Boston.

FEB.

★ Williams Mfg. delivering "Diamond Score Pool" and "Royal Pool" ★ Wurlitzer announces sales and profit up for third quarter of 1955. Sale of civilian products up 16% ★ Legality of the operation of "free play" pinball machines in Minnesota was upheld by Minneapolis District Judge John A. Weeks in a test case decision ★ Bally introduces "Crossroads" ★ James F. Tolisano re-elected president of the Music Operators of Connecticut ★ George Ponser opens Newark wholesale firm, George Ponser Co. ★ Standard Automatic Distr. Co., Wurlitzer distrib in Little Rock, Ark., moves into new offices and showrooms ★ Gottlieb announces "Gladiator" has broken all postwar records for the firm ★ Automatic Music ops of Baltimore

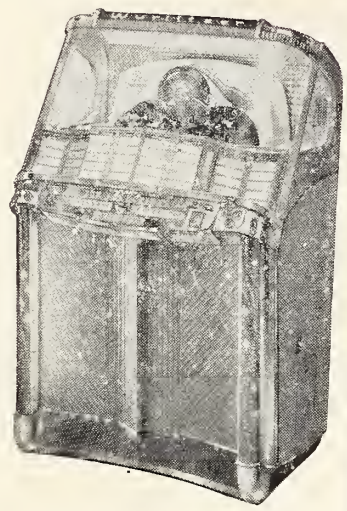
Congratulations, Bill for 14 years of constructive work

Ray Moloney

The Greatest Phonograph Of All Time!

WURLITZER

Centennial Model "2000"



200 Selection Phonograph

Congratulations to Bill and Joe on the 14th Anniversary of The Cash Box

BILOTTA DISTRIBUTING CO.

224 N. MAIN STREET NEWARK, NEW YORK

BRANCH: 1226 BROADWAY, ALBANY, N. Y.

We Extend to

"THE CASH BOX"

our very sincere compliments for the unusual cooperation which it hos extended to the Music Box ond Game Industries oll over the country all during the period in which you hove been published.

"The Cosh Box" can be extremely proud of its record as a publication and of the foct thot becouse of its type of publicotion and fairness to the operotors, it ronks os the number one publication of its kind.

Our best wishes for your continued success ond operotion for a life time to come.

Westchester Operators Guild Inc.

116 NORTH MAIN STREET

PORT CHESTER, NEW YORK

Congratulations "Cash Box"

on your 14th Anniversary

FRANK PADULA AND STAFF

MELODY MUSIC SHOP

3800 W. GRAND AVE., CHICAGO 51, ILL.

Congratulations "Cash Box"

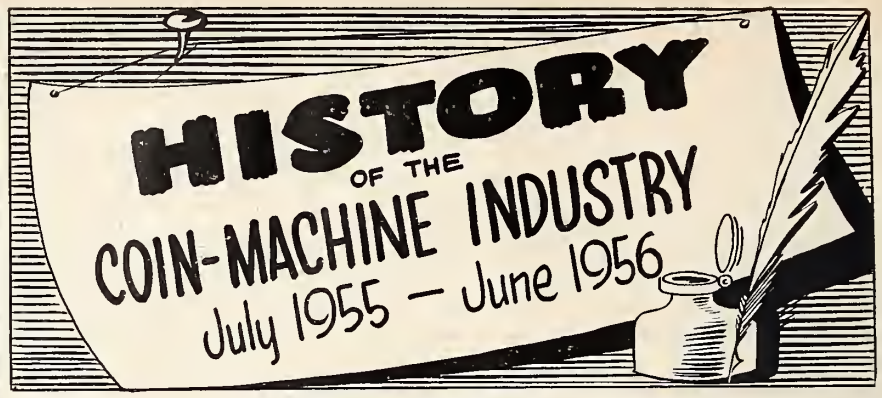
on your 14th Anniversary

We wish you continued success and ever greater effort for the entire industry, even greater than your marvelous effort these past years.

Ray (Pogo-Cello) Gallet

PASCHKE PHONOGRAPH SERVICE

2852 West 63rd Street, Chicago, Illinois



1956

FEBRUARY 1956 (Continued)

holds 8th annual dinner-dance ★ RCA Victor sponsors "Juke Box Baby" contest through *The Cash Box* ★ Wurlitzer makes "Centennial" medallions available in decal form ★ International Mutoscope in production of new skill game, "Rock 'N Roll" ★ Wurlitzer announces plans for a gala 3 day "Centennial Club" party to be held August 23, 24, 25 ★ Chicago Coin announces expansion of its pool games line. Running two models of "Champion Pool", "Jumbo Pool", and "Hooligan Pool" ★ Harry Pearl joins Bert Lane Co. ★ Gordon Stout elected president of the South Dakota Phono Ops Assoc. ★ Friends of Ike Berman shocked as he passes away at age of 58 ★ Rock-Ola Mfg. Corp. adds three story wing to its present plant ★ Every major coin machine factory producing pool games ★ New York Arcade and Kiddie Ride owners meet to form association ★ Wurlitzer sales campaign contest winners in Mexico for a week's vacation ★ Seaboard New York and Connecticut appointed distributors for Williams Manufacturing Co. ★ D. Gottlieb shipping new 5-ball game, "Harbor Lites" ★ ABT sells amusement products to Frantz Mfg. Corp. ★The Northern Phonographic Co., Leeds, is 11th regional United Kingdom distrib for the BAL-AMI model "G-80".

MAR.

★ Lawyers for both sides meet on copyright bill. Sidney Levine and Hammond E. Chaffetz, attorneys for the MOA and phonograph manufacturers respectively, refuse to consider compromise discussion ★ Senator Harley M. Kilgore, sponsor of the Kilgore Bill (S.590) which would exclude juke box operators from the exemption granted them in the Copyright Act of 1909, dies of cerebral hemorrage ★ New Chicago Coin "Clover Pool" introduced ★ Leo Weisskoff elected president of the Amusement Arcade Owners Assoc. of Greater New York City ★ Amusement Machine Ops of New York elect George Holtzman, president, and Sandy Warner, vice president ★ Gottlieb introduces new five ball "Harbor Lites" ★ Music Wire Service, West Didsbury, Manchester, appointed regional distributor of BAL-AMI for the County of Lancashire ★ Exhibit presents new electric "Skill Score" pool game ★ Music Guild of Nebraska holds quarterly meeting March 3 and 4 ★ All State Coin Machine Exch. moves to new quarters ★ Keeney ships two new of its new offices and showrooms in Des Moines, Iowa ★ New Orleans rules Keeney "Big Tent" legal ★ Wurlitzer selects juke box baby pool games, "Flicker Pool" and "Arcade Pool" ★ New York Arcade Owner's Association Committee meets with License Commissioner Bernard J. O'Connell to discuss license problems ★ National Rejectors, Inc., opens first European branch office in Germany ★ Max Levine, president of Scientific Machine Corp., dies suddenly at age of 50 ★ Newark, N. J. Police Athletic League (PAL) cites *The Cash Box* for its contributions in the fight against juvenile delinquency ★ "Senator" Al Bodkin chosen to be guest of honor at the UJA-Dinner set for June 13 at the Hotel Sheraton Astor ★ Sidney Levine and Hammond Chaffetz submit briefs to Senator O'Mahoney opposing copyright legislation ★ Australia operators form association to be known as the Allied Amusement Trades Association ★ Keeney Mfg. names Atlas Distribs of Boston, agent for that area ★ Fred Minter opens Gateway Distrib. Co. in Chicago ★ United presents new in-line "Stardust" ★ Lynch & Zander named Exhibit Supply distrib for Louisiana and Mississippi ★ Bally Mfg. displays new in-line "Night Club" ★ Atlas Music holds tremendous celebration for the opening from its employees children ★ Massilon, O. operators changes its name to Tri-County Juke Box Operators Association ★ United Distributors, Inc., Wichita, Kan., moves its firm to new quarters ★ *The Cash Box* "20 Year Club" membership reaches total of 1200 men and women ★ Massachusetts Amusement Associates formed by amusement operators of the state ★ Kem County, Calif. passes ordinance granting operators a master license ★ Bally Manufacturing announces new automatic scoring "Booster Pool" ★ Bally shipping "Deluxe ABC Bowler" ★ Birmingham Vending Co. celebrates 25th anniversary in the coin machine biz ★ Wurlitzer names Cleveland Coin Machine its distrib for 24 counties in Northern Ohio ★ United Mfg. delivering new baseball game "Star Slugger" ★ Williams Mfg. shipping new baseball game "DeLuxe 4-Bagger".

APR.

★ Ed Ratajack appointed director of sales for AMI, Inc. ★ Gottlieb introduces "Score-Board" ★ Chicago Coin presents new "Advance Pool" ★ Sidney Levine operated on for hernia ★ International Mutoscope Corp. appoints General Vending Sales Corp., Baltimore, Md. its distrib for Delaware, Md., District of Columbia, Virginia and the lower half of West Virginia ★ Genco Mfg. & Sales ships "Baseball Pool" ★ Bally Mfg. appoints Amusement Enterprises, Phoenix, Ariz. its distrib for the state of Arizona ★ Trade takes note of the fact that export sales for 1955 surpassed the $15 million mark ★ Wurlitzer appoints Karel H. Johnson factory field service engineer ★ J. F. Frantz Mfg. Co., Chicago, completes addition to its factory in order to meet increased business ★ United Music Operators of Mich. hold meeting at which they agree the new 200 selection phonographs cannot be operated economically at less than 10¢ per play ★ So. Dakota Phono Ops hold two day business-banquet on April 15 and 16 ★ Exhibit Supply announces new auto. scoring pool game "Super Star" ★ Jerry Koci, Chicago Coin Machine Co. chief engineer, goes to Europe for a vacation ★ Music operator members of the





IT'S BIG AND IT'S GETTING BIGGER

It's a known fact that people have always had photos taken of their youngsters—their babies and the "small-fry" to keep a progress report of their "growing-up"—to send back to the "old folks"—and, just to have to look at... so check AUTO-PHOTO ELECTRONIC STUDIO, MODEL 11.

Here's a NEW CONCEPT IN AUTOMATIC PHOTOGRAPHY, YOU CAN NOW, FOR THE FIRST TIME GET YOUR SHARE OF DOLLARS FROM THIS LONG ESTABLISHED DEMAND FOR MINIATURE PORTRAITS OF YOUNGSTERS.

This tremendous market today represents as much as 70% of ALL portrait photography, a vast business heretofore unavailable to the automatic photo machines.





NOW YOU CAN PARTICIPATE IN THIS TREMENDOUS BUSINESS WITH THE FIRST, THE ONLY NEW ELECTRONIC AUTO-PHOTO STUDIO — MODEL 11.

- With split second shutter speed—stopping all action.
- SYNCHRONIZED STROBOSCOPIC LIGHTING.
- AUTO-PHOTO MODEL 11 photographs the squirmiest youngster every time with excellent results...pictures are sharp and clear...FOUR DIFFERENT and INDIVIDUAL POSES for 25¢.
- PERFECT PICTURES EVERY TIME, BUT REMEMBER ONLY WITH AUTO-PHOTO ELECTRONIC STUDIO MODEL 11.
- Long established major operators of coin equipment from Coast to Coast say "Auto-Photo Studios are the steadiest income producers in the Industry."



Write for literature and name of nearest distributor:

AUTO-PHOTO CO., INC.
1100 East 33rd Street, Los Angeles 11, California

PHOTOME, Ltd., 25 Manchester Square, London W1, England.

"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

Congratulations

to

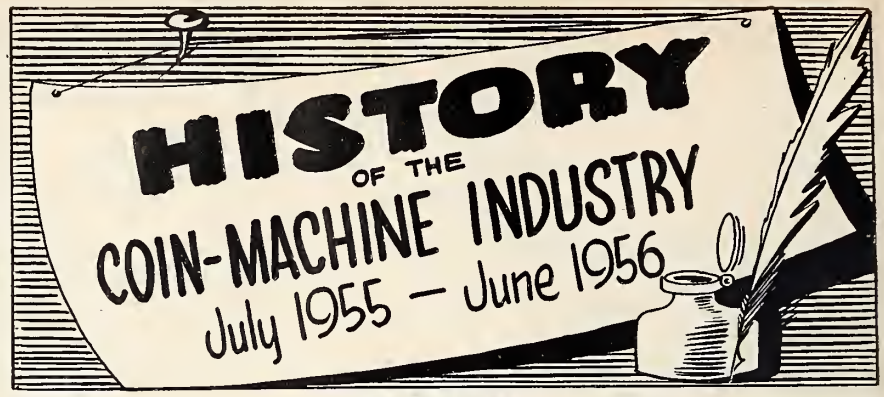
Bill Gersh

and

The Cash Box

RECORDED MUSIC SERVICE ASSOCIATION

CHICAGO



1956

APRIL 1956 (Continued)

Recorded Music Service Assoc. re-elect Phil Levin president, Carl Greene vice president and secretary, Earl Kies, vice president and treasurer, Dan Gaines vice president ★ Williams Mfg. Co. introduces "Klik Billiards" ★ Standard Metal Typer, Chicago, buys Harvard Automatic Machine Co. of Loraine, O. ★ The Automatic Coin and Vending Machine Employees Union, Local 433, New York City, held its 4th annual dinner-dance at the Latin Quarter on April 15 ★ International Mutoscope Corp., New York, appoints First Coin Machine Exch., Inc., its distrib in Illinois, Wisc., and Northern Indiana ★ Bert Lane Company, Inc. to announce first game shortly ★ Bill Fitzgerald appointed New Products Sales Director of AMI ★ J. H. Keeney & Co. announces new pool game, "Arcade" ★ Chicago Coin delivering new medium sized pool table, "Champion, Sr." ★ VuAid Sales Inc., Detroit, Mich., announces the development of a simple radio and television tube tester to be placed in retail stores and super markets ★ Williams Mfg. Co. announces new "Crane".

MAY

★ MOA holds its sixth annual meeting and convention May 5 to May 8 ★ AMI announces new model "G-200" phono ★ Bally Mfg. Co. presents "Magic Pool" ★ D. Gottlieb & Co. introduces "Derby Day" ★ Genco ships new 2-Player baseball game "Hi-Fly" ★ So. Dakota Phonograph Operators Assoc. holds its quarterly meeting ★ Chicago Coin Mach. Co. appoints R. Warncke & Co. its Houston, Texas distrib ★ J. H. Keeney & Co. shows new "Deluxe Soup Vendor" ★ The Wurlitzer Company awards four college scholarships to three children of employees and one employee ★ Chicago Coin shipping new "Rotation Pool" ★ Gil Kitt elected president of the National C. M. Distrib Ass'n. Milt Marmer elected vice president, Si Lazar, Treasurer, and Irv Blumenfeld, secretary ★ Genco Mfg. & Sales Co. names Double-U Sales its Baltimore distrib ★ Alabama Amusement Operators Association adopts constitution and by-laws ★ Rock-Ola appoints Ross Distributing Co. its South Georgia distrib ★ Chicago Coin delivering "Steam Shovel" and "Twin Hockey" ★ Genco Mfg. names Roanoke Vending Exch., Richmond, Va., its distrib ★ ABC No. 1 wins Chicago bowling championship. H. Schreiber, ABC No. 1, takes individual men's championship with an average of 173.71 and M. Sochacki of Star, won the woman's championship with an average of 141 ★ United Mfg. Co. names Sandler Distrib its Iowa distrib ★ Genco Mfg. appoints Harrington Distr. its distrib for Houston, Texas ★ Black Sales, Inc., to open offices at 583 Tenth Ave., New York City. Al Blendow will be general manager ★ Joe Simon, well known arcade coinman and brother of Dave, Al, Murray and Ben Simon, died at age of 58 ★ Wurlitzer announces all divisions of the company operated at a profit during its fiscal year ★ Harry Steward, general manager of University Coin Machine Exch., Columbus, O., weds Mary Williams, secretary of the F & G Music Co. ★ DuGrenier Opens sales and service office in New York City ★ Chicago Auto. Phonograph Ops Bowling League dinner great success. Bill Gersh mc's affair ★ Phono-Vend of Texas, San Antonio, Texas, appoints L. H. Porter as its sales representative for San Antonio and adjacent territory ★ Westchester Operators Guild holds its fifth annual dinner-dance on May 22 ★ AMI names factory trained teams to 5 U.S. and Canada districts ★ Franklin Sales, Buffalo, named Wurlitzer distributor ★ Cleveland Phonograph Merchants Association revives its annual banquet after a lapse of three years.

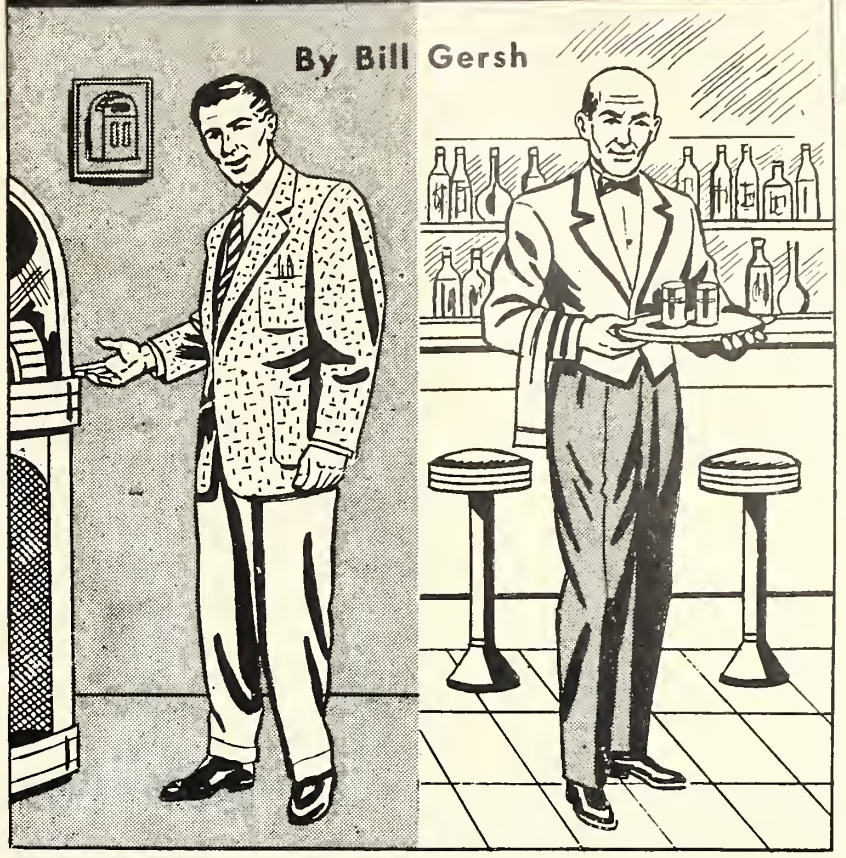
JUNE

★ Resort areas look to big 1956 season ★ Wurlitzer distribs show new model "2000", 200 selection phono ★ United Mfg. Co. appoints Franklin Sales Corp., Buffalo distribs ★ Gottlieb introduces "Toreador", 2-player pinball ★ Sam Wolberg, ChiCoin, returns to the U.S. after extended trip thru Europe and Israel ★ Jack Mitnick announces his resignation from AMI effective June 1 ★ N.Y. Music Ops assn. establishes blood bank ★ Baby boy born to Joe and Eloise Mangone, Miami, on Decoration day ★ Irv Holzman joins Young Distrib. Co. (Wurlitzer N. Y. distrib) as secy. ★ Double-U Sales, Baltimore, move to own modern bldg. ★ Rock-Ola announces its distribs invited to factory in August to view new 200 selection phono ★ United Music Ops of Mich. elect Ed Carlson, pres.; Harry Norton, vp; Louis Fisher, secy.; and Anthony Siracuse, treas. Roy Small retained as Conciliator and Public Relations Counsel ★ Abe Witsen, Scott Crosse Co., Phila., appointed Rock-Ola distrib ★ Ted Parker appointed Wurlitzer dist. sales mgr. for Eastern area ★ W. Va. Music Ops Assn. provides juke box, records, amuse. machines for Fayettesville H.S. graduation party ★ Gainesville, Fla. ops go to dime play ★ Sam Taran, Miami, wins golf cup ★ Associated Amusements, Boston, holds three-day open house party at new quarters ★ ChiCoin boosts production schedule on "Hockey" and "Steam Shovel" ★ N.Y. Coin Machine Industry — "Senator" Al Bodkin — UJA testimonial dinner breaks records for attendance and fund raising ★ Harold Lieberman and wife, touring Europe ★ Exhibit introduces new "Slate Pool" game ★ United Mfg. Co. appoints F.A.B., New Orleans, La., distribs for La. and So. Miss. ★ Bally brings out new in-line game "Parade" ★ Amusement Distribs, Houston, Tex., appointed distribs for Rock-Ola ★ Genco ships new "Marklite Pool Table" ★ International Mutoscope intros "Lord's

(Continued on page 16)

"THE OPERATOR OR THE LOCATION"

By Bill Gersh



HE WAS an old timer. He could recall away back when there weren't anything but big cast iron peanut machines, long-handled, not knee action, slots, "Deweys," and other such equipment in operation. He would tell how he used to get around to service locations with a horse and buggy.

In those days, as far as music was concerned he'd advise, they had player pianos. The operator paid only ten percent commission and, sometimes, no commission at all to the locations.

"Yes", he would reminiscently state, "those were the good old days."

He'd go on to tell more and still more about the old type machines. Also about the aggressive, fast moving, quick thinking, hard hitting showmen who called themselves, "operators", in those days.

It was kind of hard to conceive of Ben Aldrich being an old timer from away back in the days he spoke about.

He looked younger than his years. He kept right up with the most progressive men in his area. Was enthusiastic about new ideas, new machines, new ways to make operating better and easier as well as more profitable.

He was a true optimist. Always said there were better times ahead, even when business was booming.

"This country has only just started to grow", he'd say, adding, "this business is still in its infancy."

Ben Aldrich had the respect of the operators and distributors in his area. He was considered a quite well to do business man. He never loaned from anyone. Never asked for credit. Paid cash for whatever he bought.

His operation might not have been the largest in the area, but it definitely was among the best. Few believed there were any better.

Ben conducted his operation on a real business basis. He had worked out a very favorable commission percentage with each of his locations. His customers were all signed to long term lease contracts. In addition, he kept up a very close contact with all of his location owners. Knew each one personally. Knew their families. Their hobbies. Their likes and dislikes.

Ben was an operator of the old school. He claimed it was the location that counted.

"Machines come and machines go", he'd say, "but the locations go on.

"So", he'd add, "if it isn't one type machine, it's another.

"But", he'd ask, "what would the operator do without locations?"

That's why Ben Aldrich said he worked so hard to service and maintain his locations. He made it his business to study the kind of people who patronized his locations. As he said, he'd then be able to install the kind of equipment these people liked.

Nor did Ben confine himself to any one type machine. He handled every type machine the location wanted. In this way, he opined, he always enjoyed maximum income from each location.

Ben loved his business. He claimed it kept him young and spry.

"It's a great business", he'd say. "It keeps you on your toes. You've got to think hard and act fast.

"Yep", he'd add, "you've got to be on the ball to keep up with the fast moving, aggressive youngsters who are in this business today.

"That's what keeps me young", he'd chuckle.

There were operators who were jealous of Ben. Disdainful of his neat and clean quarters. Looked without too much favor on the businesslike atmosphere of his place. Didn't like the way he handled location owners. The way he got new locations. The way his employees admired him. The way his friends respected him.

"But that", as one well known operator said, "was only natural.

"Lots of people", he added, "are jealous of successful men like Ben Aldrich."

But one man, Tom Nooly, who had recently entered the industry and started up a route wasn't jealous of Ben at all. He was young. He was the modern business man. Wanted to get ahead. To become the most successful as well as the top man in the area.

After he'd been well under way for some time to realize his ambitions, and was becoming known throughout the area as a top operator, Tom Nooly looked around for new locations to conquer.

It so happened he met Ben Aldrich. Being a youthful, modern, hustling, ambitious business man, he completely disagreed with Ben's theories about locations.

As far as he was concerned, and he openly expressed himself in this regard, it was the operator, not the location owner, who really counted.

"Does a doctor listen to the patient, do what the patient wants him to do", he'd ask, "or does he do what he, as a doctor, knows is the right thing to do for the patient?

"It's the same with the operator", he'd say. "The operator is the professional man in this instance. He knows what's best for the location. He must do what he thinks is right. Not what the location owner thinks should be done.

"By golly", he'd add disgustedly, "if the operator did what locations want him to do he'd go broke."

Sometimes the arguments waxed hot and heavy in this regard. The pros and cons fought it out. Their ranks were widely split. Some operators said Ben Aldrich was right—it was the location that counted.

Others said young, ambitious, modern business minded Tom Nooly was right — it was the operator who counted.

All this bickering and arguing about the pros and cons of what counted most, the location or the operator, as was expected, came to a head one day.

Tom Nooly was present in the showrooms of a leading distributor when the argument almost reached the point of open fisticuffs.

"There's only one way to prove I'm right", stated Tom with very definite finality.

"I'm going to take away every good location Ben's got, provided", he added, "Ben will agree on this one important point.

"And that is", he stated, "if the location would rather have my machines, my services and my way of doing business, Ben either cancels his lease contract with the location or turns the lease over to me.

"I'll pay Ben $500 for each lease agreement he has to turn over to me, whether there's a month left to go or five hundred months left on the contract.

"If Ben agrees to that", he added with determination, "I'll prove I'm right.

"What's more", Tom said, "Ben knows my route is just as good, if not better, than his. Let him try to get my locations with his way of doing business. I'll give him all my lease contracts and take the same $500 deal.

"Let's learn who's right. Let's cut out this silly arguing and, at the same time, prove to the entire industry what is, definitely, the right way to operate.

"Storekeepers are like anyone else. They like and want to be told what's good for them by professionals. And in this business", he concluded, "we operators are the professionals."

With that he turned on his heel and walked out of the place. For some seconds after he left silence reigned between both factions.

"Well", said one of the operators who favored Tom's theory, to the group who favored Ben's way of doing business, "it's up to you guys now.

"Let's see you convince Ben to take on Tom's challenge. Tom will prove he's right."

The argument started up again after these remarks. It was halted by the distributor. He suggested that those who believed in Ben had best talk to him.

"If I know Tom", the distributor said, "he's already started out to get Ben's spots. Some of you better see Ben quick and tell him what happened."

This seemed the logical thing to do. So a group of Ben's supporters hurried over to Ben's place of business.

They told Ben all that had transpired. They put Tom Nooly's challenge right up to him. They were frank enough to admit they hoped Ben would accept Tom's challenge and prove that Tom was wrong.

"With all of your many years of experience in this business, Ben", one of their number stated, "you certainly know what's right and what's wrong.

"Furthermore", he added, voicing the sentiments of all the others in the group, "we believe you're one hundred percent right.

"We've adopted your ideas and we've all done well. We think the time has come to prove to Tom Nooly and all those like him that it's the location, not the operator, that really counts.

"After all, Ben, just like you say he continued, "what good is the operator and his machines without locations?

"The fact remains that we operators only have a few minutes contact with the location when we service, repair or collect.

"Even when we drop around and spend an entire evening, or part of an evening in a location, we still can't meet or see all the location's customers.

"The location owner knows his customers best. Not the operator. That's why, Ben, we agree with you that it's the location that counts."

Ben listened him out carefully. He shook his head. He seemed somewhat sad.

"Well, men", he at last spoke forth, "I've been around in this business for a good many years. I think I've experienced just about everything a man can experience being in any business as long as I have been in this one.

"I can only tell you", he said, "that one thing I've learned over all those many years is that it's the location that counts.

"I feel sorry for young Tom Nooly", he added, "I know he's wrong. What's more, I don't want or need his locations. I guess I'm getting just a little too old to shoulder any more burdens.

"But", he concluded, "if that's the way Tom Nooly wants it and, like you men tell me, it'll help you and all the rest of the industry, too, by golly I accept Tom Nooly's challenge.

"Tell him", Ben Aldrich added, "I'm starting out as of this day to take away his locations."

The group present actually applauded Ben. They enthusiastieally and affectionately pounded him on his shoulders. They all told him they were sure he was doing the best thing for all the operators in this area and everywhere else.

Once and for all time this argument would be settled to everyone's complete satisfaction, they claimed.

They then hurried back to the big distributor's showrooms. The other men, the believers in Tom Nooly's way of doing business, were still there.

They told these men what Ben Aldrich had said. How he had accepted Tom Nooly's challenge. In fact, they advised Tom's adherents they'd better get going and warn Tom that Ben Aldrich, as of this day, was already under way to get Tom Nooly's locations.

For a few moments there was some hooting and jeering between both groups. A crossfire of wise cracks. Loud predictions of what would and what would not happen.

Men began to pull wallets out of their pockets and offered to make wagers on their favorites.

"Put up or shut up. Put your money where your mouth is", and other, similar remarks were made.

The arguments began to wax hot. Remarks were becoming nastier by the second.

The distributor stepped in between both groups. He held up his hand and called for silence.

"Frankly, men", he said, "I can't say whether I like this whole business.

"After all", he added, "each man is entitled to his own opinion. Each man can conduct his business the way he sees fit.

"But", he quietly mused and, in a very low voice that was almost a whisper asked, "who do you think will be the winner—the operator or the location?"

STRONG AND DURABLE — EASY TO INSTALL

Phonograph REPLACEMENT PLASTICS



Guaranteed Authentic Replacements to Match Originals

A. M. I.

MODEL
A Tops, l. or r. ..... $ 8.95
Centers, l. or r. 15.45
Bottoms, l. or r. 11.95
B Dome 17.95
Centers, l. or r. 8.95
Bottoms, l. or r. 8.95
C Centers 8.95
Bottoms, l. or r. 8.95
E-40-80-120
Metal Grille for lower part of machine — eliminates cleaning plastic louvers. 2 to set 10.00

Write for Quantity Prices • Distributors, Write

SEEBURG

Model 100C—Highly polished chrome tubes (replaces glass tubes). Set of 12 ..... $14.95

Model 146-147-148 Domes $15.95
Model C- Chrome Pilasters ..... 17.50 pr.

ROCK-OLA

Available to fit Models 1422, 1426, 1428, 1432, 1434, 1436 and 1438.

WURLITZER

MODEL 1250
Center Dome $18.95
Dome Ends, ea. 6.10
MODEL 1400
Center Dome 13.45
Dome Ends, ea. 10.50
Bottom Sides, set of 2 ..... $16.50
MODEL 1500
Center Dome $14.50
MODEL 1015
Top Corner, l. or r.. 7.50
Lower Sides, ea. .. 5.50

Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear —4 curved colored. $7.75

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

TERMS: 1/3 deposit, balance C.O.D. or 5/D. Satisfaction guaranteed. All prices F.O.B. Chicago.

MARVEL MANUFACTURING CO.
2849 W. FULLERTON CHICAGO 47, ILL.
TEL.: DICKENS 2-2424

I'm Still Thanking God for 10¢ Play

Lou Casola

MID-WEST DISTRIBUTING COMPANY
208 NORTH MADISON, ROCKFORD, ILL.

Best Regards
and
Congratulations
to
BILL GERSH
and
JOE ORLECK
on the
14th Anniversary
of
THE CASH BOX
★
BOB BUCKLEY
AIRLINE CIGARETTE SERVICE
3758 AIRLINE HIGHWAY
NEW ORLEANS, LA.

Congratulations
"Cash Box"
COL. LEW LEWIS
MERIT INDUSTRIES, INC.
542 W. 63rd ST., CHICAGO 21, ILL.
(Tel: ENglewood 4-9202)

HISTORY OF THE COIN-MACHINE INDUSTRY
July 1955—June 1956

JUNE 1956 (*Continued*)

Prayer Medal Vendor" ★ Dave Gottlieb donates quarter million dollars to build new hospital ★ Westchester Music Guild elects Carl Pavesi, pres.; Harold Rosenberg, vp; Seymour Pollak, secy.; and Lou Tartaglia, treas. ★ United Mfg. Co. introduces new "Pool Alley" game ★ Herman Distributing, Rock-Ola distribs, opens new offices on New York's coinrow ★ Music Guild of Nebraska elects Ted Nichols, pres.; Dick Taylor, vp; and Howard Ellis, secy. and treas. ★ Eric A. Johanson and Weldon Christiansen honored by Seeburg for 40 years of service ★ J. H. Rutter, Inc., Salt Lake City, U., appointed Wurlitzer distributor ★ Dave Baker re-elected pres. Massachusetts Music Ops Assn. Ralph Lackney named vp; Arthur Sturgis, treas.; and Peter Pompeo, secy. ★ W. V. Music Ops Assn. holds big successful 2-day meet. Election saw James Hutzler named pres.; William Anderson, 1st vp; Ross Gerard, 2nd vp; Ed Oliver, treas.; and Dana Hicks, exec. secy.

PINBALLS ROLL INTO 25th YEAR

Birth of Modern-Type, Small Sized Bagatelle Game "Bingo" in 1931 a Far Cry From Electro-Mechanical Games of 1956

CHICAGO—In the busy and hectic rush of each day's work few, perhaps, realize that just about this time, twenty-five years ago, the modern type pinball game was born.

Tho there had been some giant-sized bagatelle games in operation, the first small, popular-sized game was built in this city and called, "Bingo."

From thenceforth the bagatelle games industry began to spread at a tremendous rate with such games as Ballyhoo, Five Star Final, Jiggers, Goofy, Silver Cup, and many, many others like World Series, Jig Saw, and right up to Rocket which opened an entirely new era.

All the way to the present in-line games, two and four player games, the continued, successful pinball game industry has marched at a steady and progressive rate.

From the simple, little, mechanical, penny bagatelle game of 25 years ago is a far cry to the electronic product of today.

There are thousands of stories concerning the growth of the pinball industry and also the tremendous progress which has been made these past 25 years.

Pinball games are seen all over the world. There isn't a country, it is believed, that doesn't play and most thoroly enjoy them.

They are seen as prominently displayed in foreign films as they are prominent in American films.

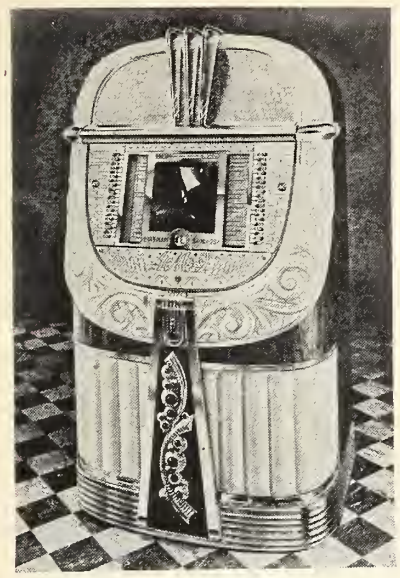
They have become part and parcel of the fixtures for any type of retail establishment.

The progress which has been made, both from an electronic and mechanical standpoint, would take many, many hundreds of pages to report.

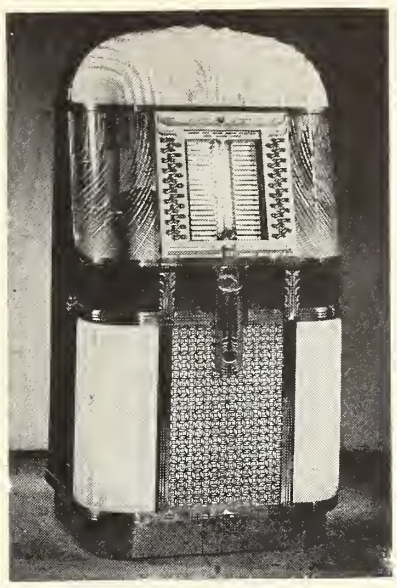
This is just to recall to a great many, who were engaged in the industry 25 years ago, that this is the Silver Anniversary Year of the pinball game.

AMI
Post-War Phonographs

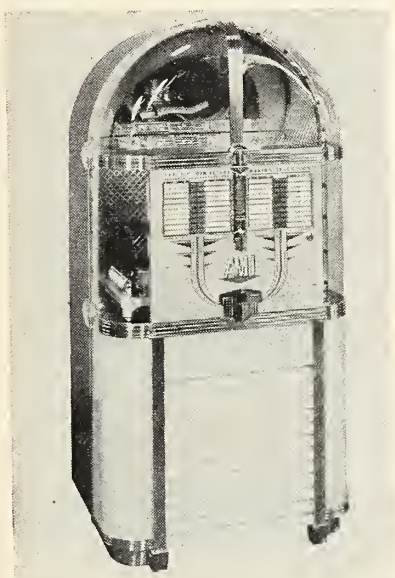
(Published As A Service To The Trade To Help Identify Each Model)



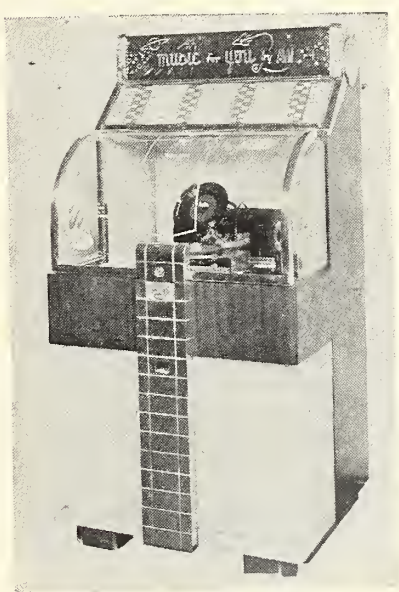
Model "A"
(1946—40 Selections—78 rpm)



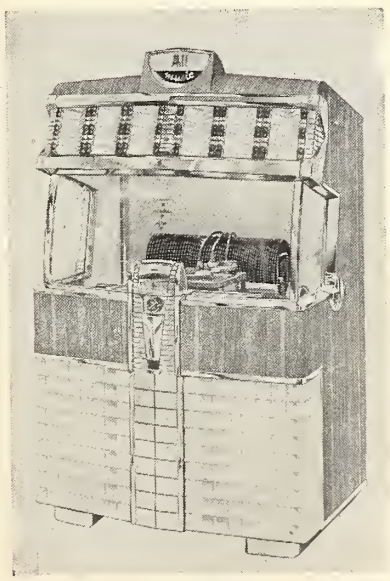
Model "B"
(1948—40 Selections—78 rpm)



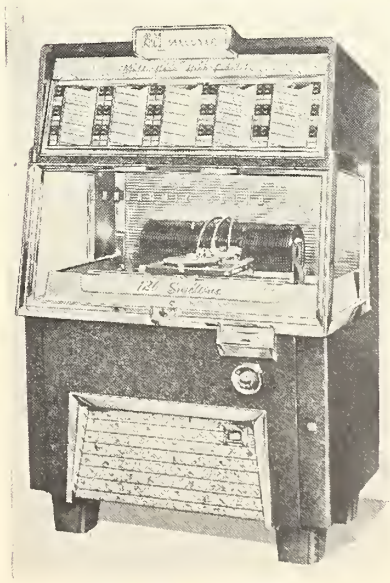
Model "C"
(1950—40 Selections—78 rpm)



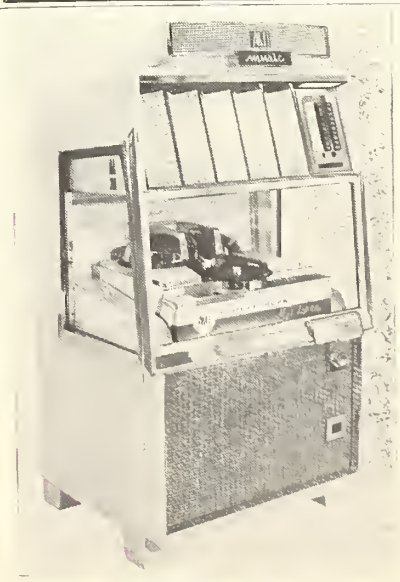
Model "D"
1951—40 Selections—78 rpm
—80 Selections—45 rpm



Model "E"
1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm



Model "F"
1954—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm



Model "G"
1955—80 Selections—45 rpm
—120 Selections—45 rpm



Model "G-200"
1956—200 Selections—45 rpm

Congratulations to The Cash Box on your 14th Anniversary from

Mike Dale

COMMERCIAL PHONOGRAPH SURVEY

110 NORTH FRANKLIN ST., CHICAGO, ILLINOIS

●

SEVEN YEARS OF UNEXCELLED PUBLIC RELATIONS SERVICE FOR THE PHONOGRAPH OPERATORS OF CHICAGO

Congratulations Cash Box on your 14th Anniversary

From

SAM SOLOMONS HARRY STEWARD

UNIVERSITY COIN MACHINE EXCHANGE

858 N. HIGH ST., COLUMBUS 8, OHIO

(All Phones: AXminster 4-3529)

★ **Congratulations to The Cash Box on your 14th Anniversary** ★

May you continue on ahead serving the entire industry as faithfully and progressively as you have these past years.

Julius Mohill

STAR MUSIC COMPANY

2212 N. WESTERN AVE., CHICAGO 47, ILL.

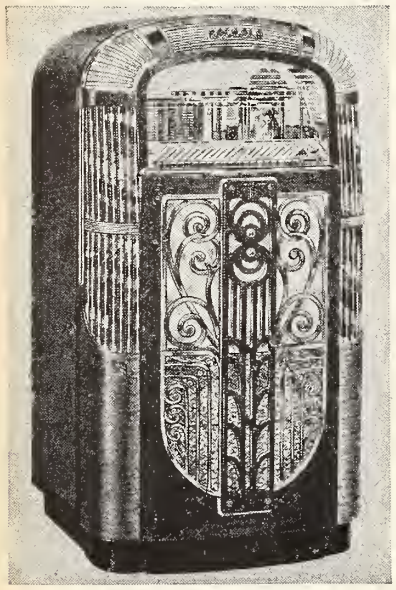
Best Wishes to THE CASH BOX on its FOURTEENTH ANNIVERSARY

AUTOMATIC COIN & VENDING MACHINE EMPLOYEES UNION — LOCAL 433, AF of L

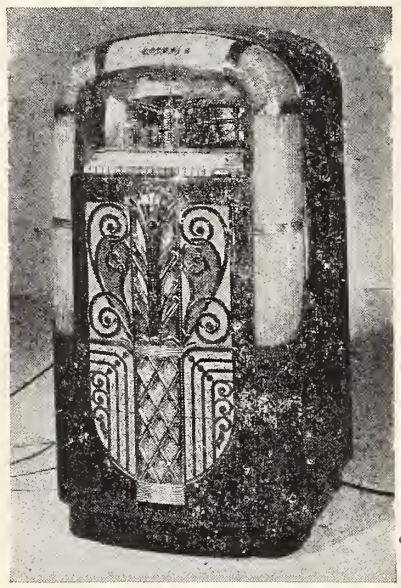
Main Office: 161-20 Northern Blvd. Flushing, N. Y.
Branch Office: 474 West 43rd Street New York, N. Y.

ROCK-OLA
Post-War Phonographs

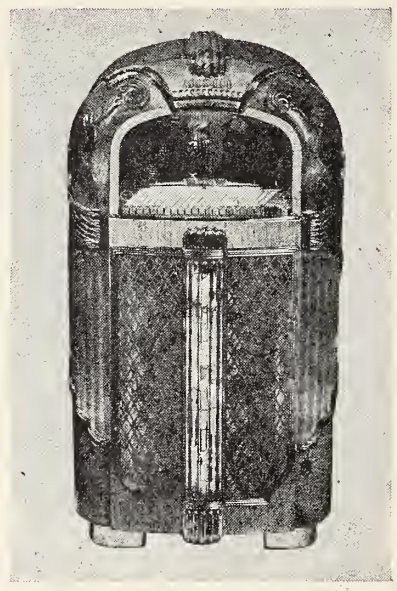
(Published As A Service To The Trade To Help Identify Each Model)



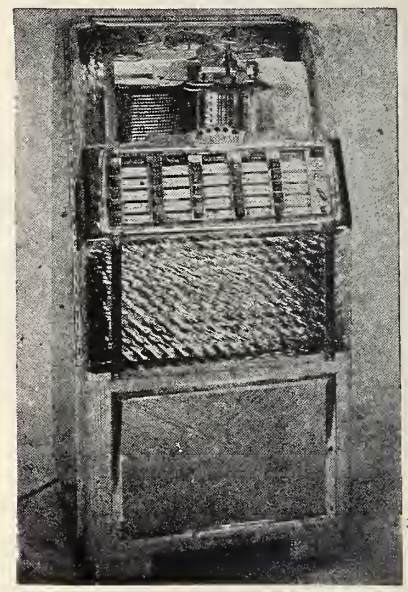
Model 1422
(1946—20 Selections—78 rpm)



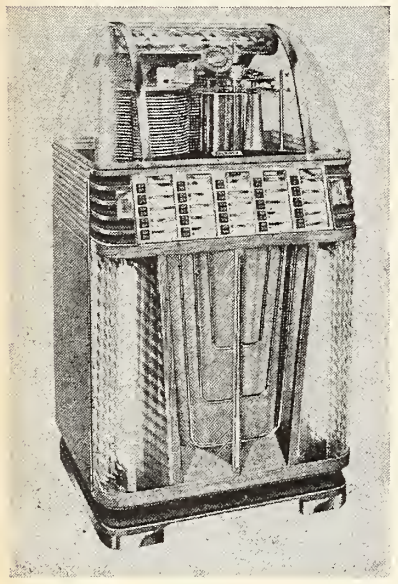
Model 1426
(1947—20 Selections—78 rpm)



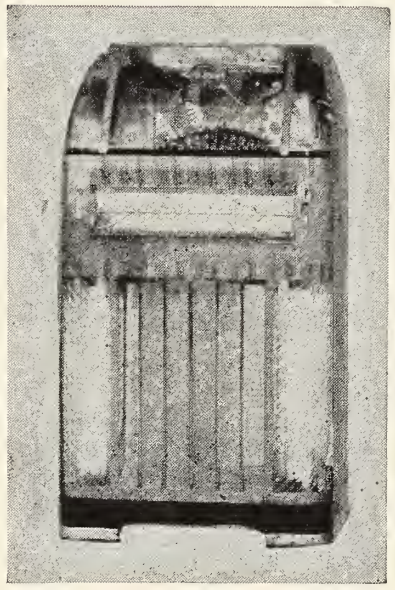
Model 1428
(Magic-Glo)
(1948—20 Selections—78 rpm)



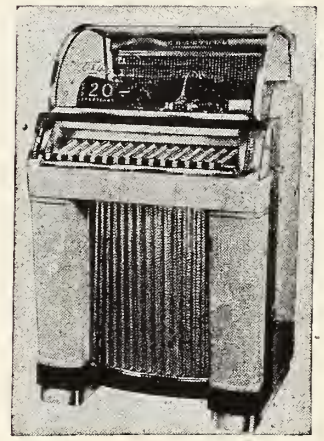
Model 1432
('51-50 Rocket)
(1950—50 Selections—78 rpm)



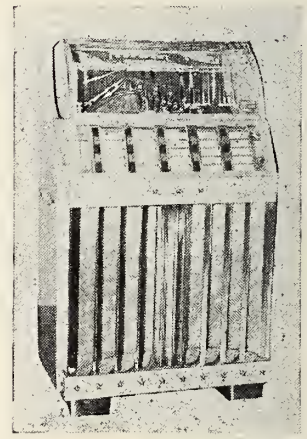
Model 1434
(Super Rocket '52-50)
(1951—50 Selections—78 rpm)



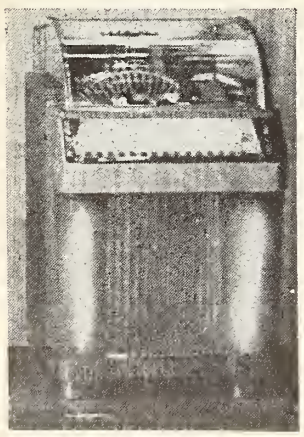
Model 1436
(Fireball)
(1952—120 Selections—45 rpm)



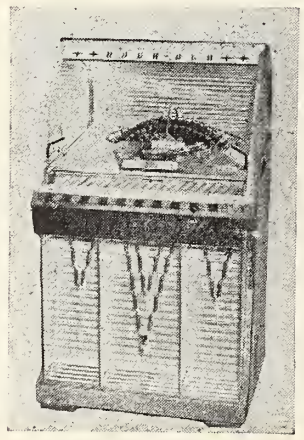
Model 1438
(Comet)
(1954—120 Selections—45 rpm)



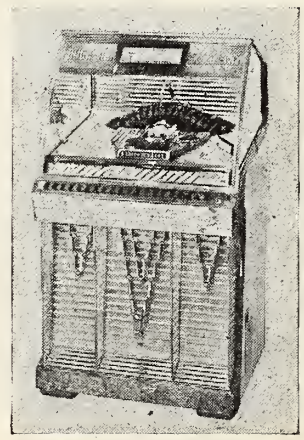
Model 1442
(1954—120 Selections—45 rpm)



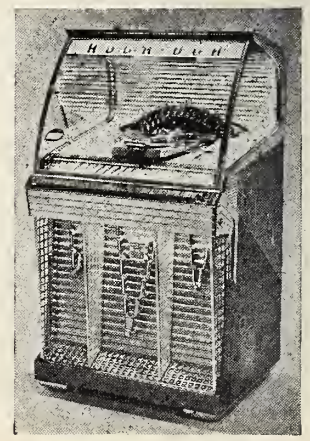
Model 1446
(1954—120 Selections—45 rpm)



Model 1448
(1955—120 Selections—45 rpm)



Model 1452
(1956—50 Selections—45 rpm)

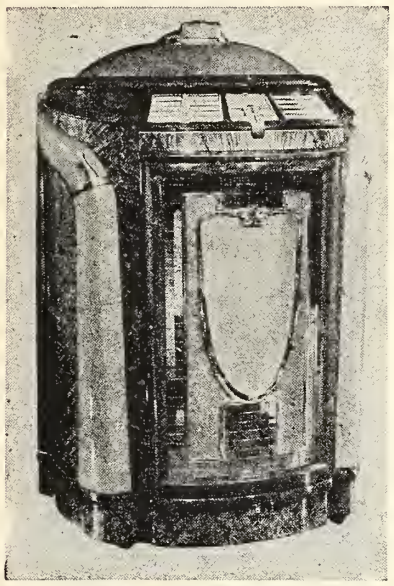


Model 1454
(1956—120 Selections—45 rpm)

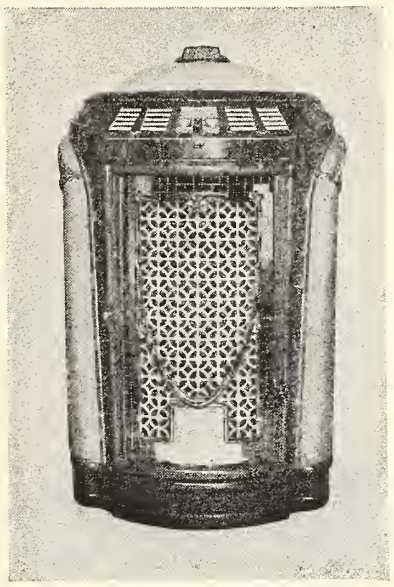
SEEBURG

Post-War Phonographs

(Published As A Service To The Trade To Help Identify Each Model)



Model 146
(1946—20 Selections—78 rpm)



Model 147
(1947—20 Selections—78 rpm)

Congratulations

ON YOUR

14th Anniversary

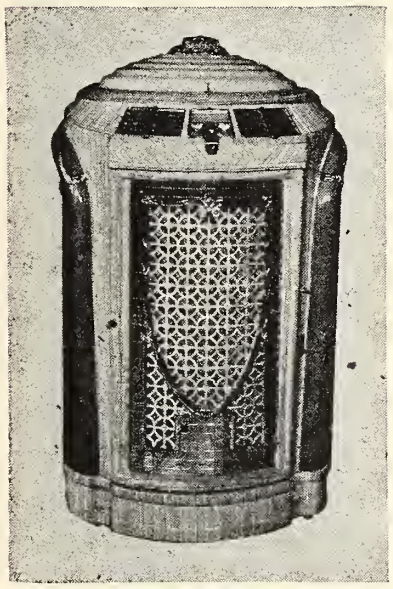
Jack Fagman

AND THE ENTIRE STAFF OF

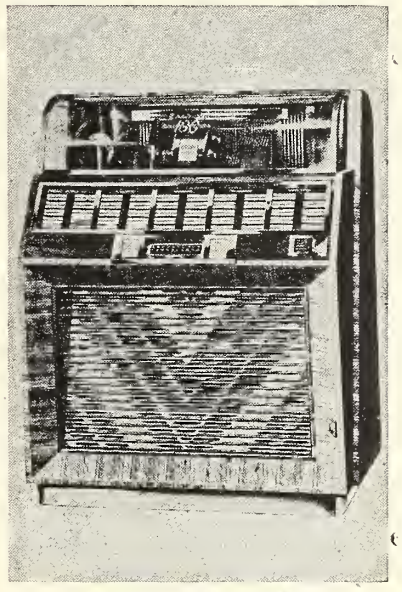
Faqman, Inc

SHERMAN HOTEL, CHICAGO

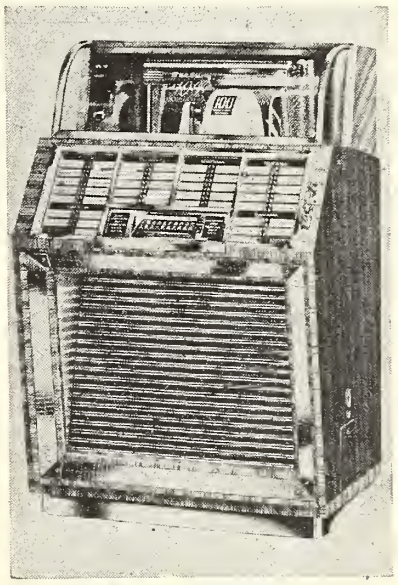
"Haberdashers To The Industry"



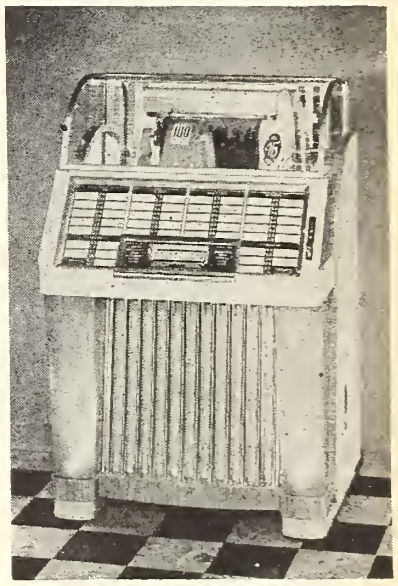
Model 148
(1948—20 Selections—78 rpm)



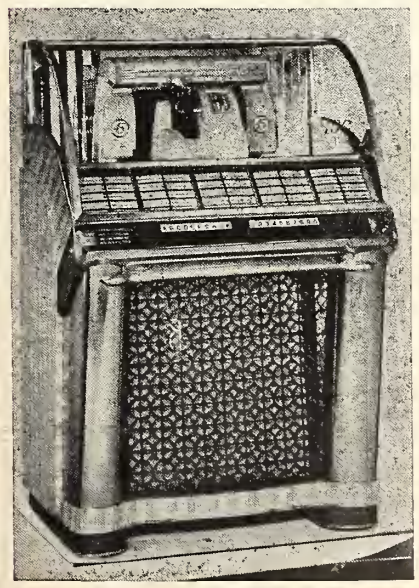
Model M100A
(1949—100 Selections—78 rpm)



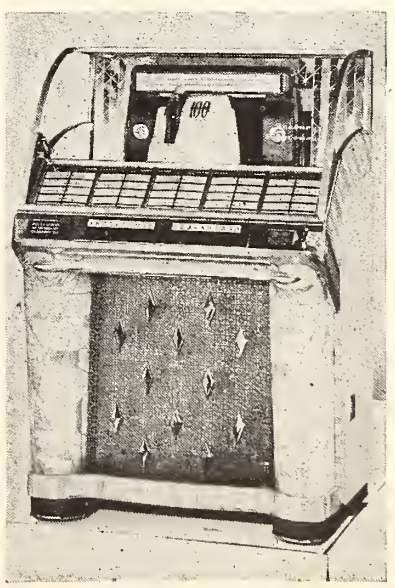
Model M100B
(1951—100 Selections—45 rpm)



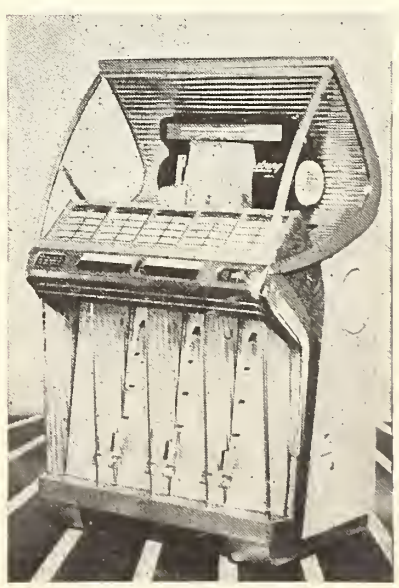
Model M100C
(1952—100 Selections—45 rpm)



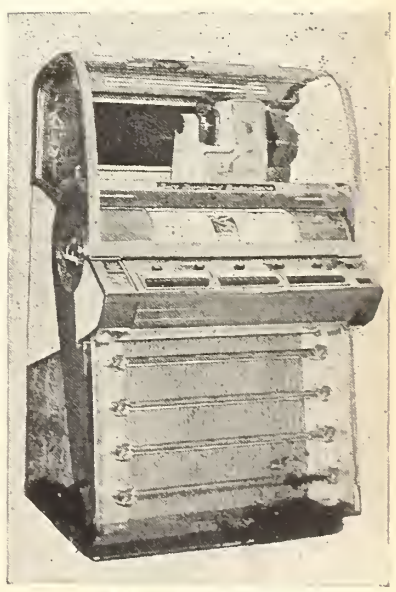
Model HF-100G
(1953—100 Selections—45 rpm)



Model 100W
(1953—100 Selections—45 rpm)



Model HF-100R
(1954—100 Selections—45 rpm)



Model V-200
(1955—200 Selections—45 rpm)

"It's What's in THE CASH BOX That Counts"

Congratulations

"Cash Box"

on your

14th ANNIVERSARY

"THE BEST MAGAZINE IN THE INDUSTRY"

Jimmy Savarese

Valley Sales

1526 MISHAWAUKA AVE., SO. BEND, IND.

USED MACHINES

BOUGHT — SOLD — EXCHANGED

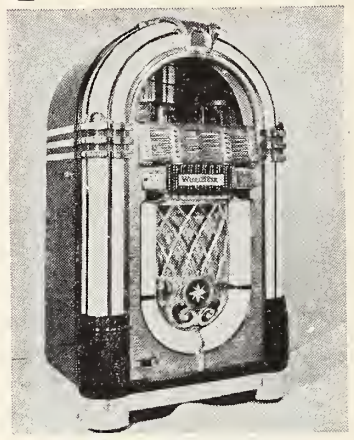
WRITE! WIRE! PHONE!

HASTINGS DISTRIBUTING CO.

6100 BLUEMOUND ROAD (Since 1932) MILWAUKEE 13, WISCONSIN

(All Phones: BLuemound 8-6700)

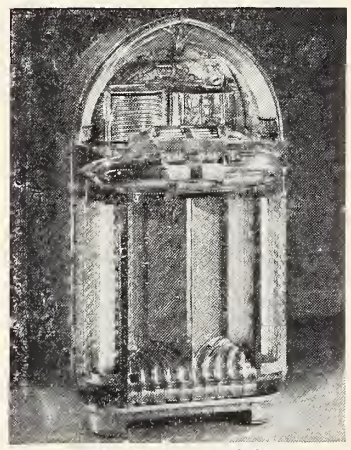
WURLITZER
Post-War Phonographs
(Published As A Service To The Trade To Help Identify Each Model)



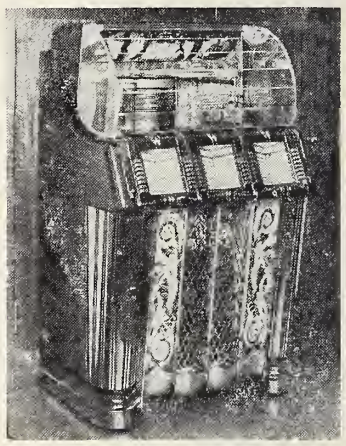
Model 1015
(1946—24 Selections—78 rpm)



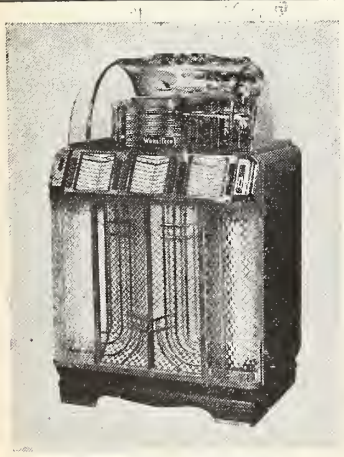
Model 1080
(1946—24 Selections—78 rpm)



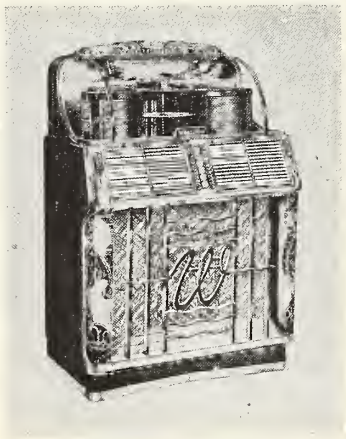
Model 1100
(1948—24 Selections—78 rpm)



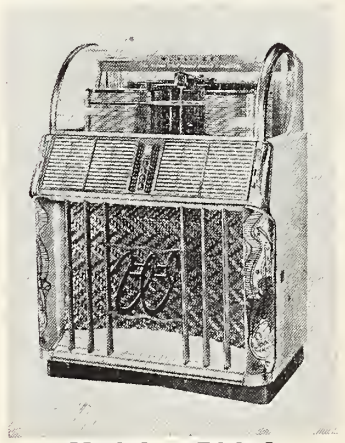
Model 1250
(1950—48 Selections—78 rpm)



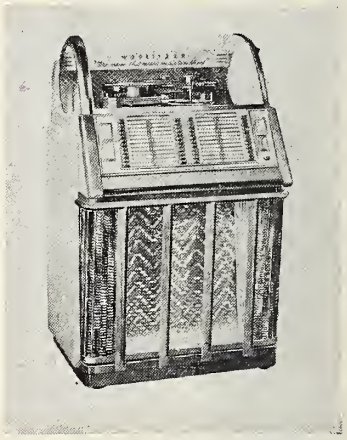
Model 1400
(1952—48 Selections—78 rpm)



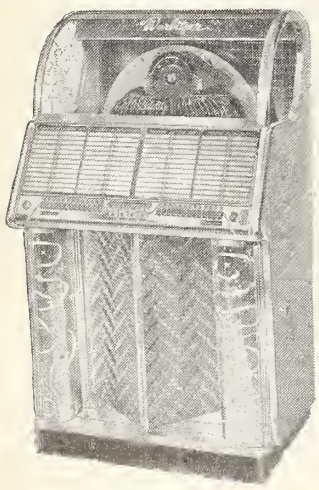
Model 1500
(1953—104 Selections—45 & 78 rpm)



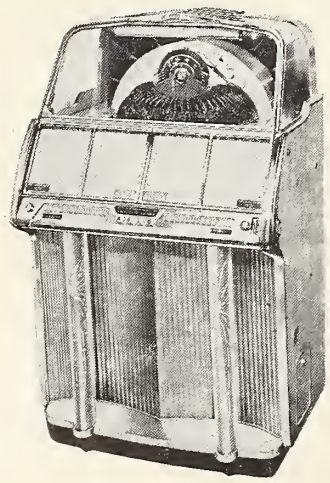
Model 1500-A
(1953—104 Selections—45 & 78 rpm)



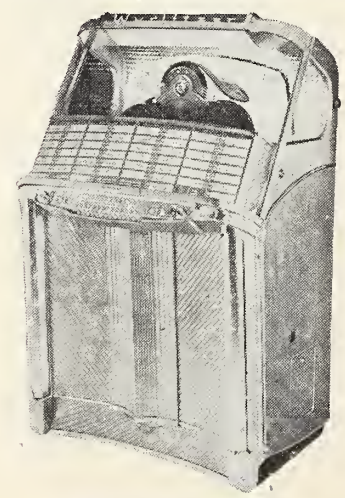
Model 1600-1650
(1953—48 Selections—78 rpm)



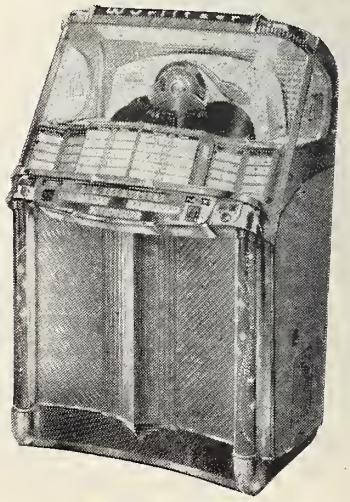
Model 1700
(1954—104 Selections—45 rpm)



Model 1800
(1955—104 Selections—45 rpm)



Model 1900
(1956—104 Selections—45 rpm)



Model 2000
(1956—200 Selections—45 rpm)



FREE

Copy of The Sensational Historical and Statistical

14th ANNIVERSARY ISSUE

of The Cash Box to the First 500 Subscriptions

Arriving At This Office Accompanied With The Application On The Bottom Of This Page

ADDITIONAL COPIES of the 14th ANNIVERSARY ISSUE AVAILABLE FOR A SHORT TIME ONLY at $5.00 per copy

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please enter my subscription for 1 year and mail me a copy of the 14th ANNIVERSARY Issue. Enclosed is $15.

NAME_____

FIRM NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please send me
☐ Additional Copy (Copies)
of The 14th Anniversary Issue.
Enclosed is $5.00 For Each Copy.

NAME_____

FIRM NAME_____

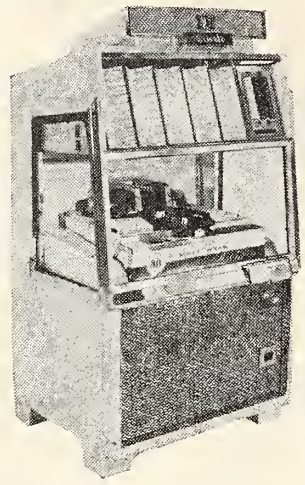
ADDRESS_____

CITY_____ ZONE_____ STATE_____

The World's Foremost Distributors
are the
DISTRIBUTORS OF THE WORLD'S FOREMOST
COIN MACHINE EQUIPMENT

AMI

G-200
PHONOGRAPH



BALLY
Amusement Machines
Kiddie Rides

KEENEY
Amusement Machines
Cigarette, Coffee and Soup Vendors

PERMO
Needles

Importers:

RUNYON SALES COMPANY has served the coin machine industry thruout the years with the best music and amusement machines—both new and reconditioned. We have built up an enviable reputation by supplying the trade with the finest reconditioned machines—at the most reasonable prices.

We now have expanded our service to coin machine firms thruout the world. We invite European buyers to contact us for any of the machines they need. We have them all—music, pinballs, in-lines, kiddie rides, guns, arcade machines, etc. All machines checked—and re-checked—by our skilled technicians before packing.

Write us your needs! You'll be agreeably surprised and pleased at the quality of the machines —and, of course, with the price!

RUNYON
SALES COMPANY
593 TENTH AVE., NEW YORK, N. Y.
221 FRELINGHUYSEN AVE., NEWARK, N. J.
231 WINDSOR ST., HARTFORD, CONN.

MANUFACTURERS
And Their
Distributors

PHONOGRAPHS

AMI, INCORPORATED
1500 Union Avenue, S. E.
GRAND RAPIDS 2, MICH.

(Distributors)

ATLAS DISTRIBUTORS
1024 Commonwealth Ave.
BOSTON, MASS.

AUTOMATIC MUSIC DIST., INC.
900 North Western Ave.
OKLAHOMA CITY, OKLA.

AUTOMATIC PHONOGRAPH DIST. CO.
806 North Milwaukee Ave.
CHICAGO 22, ILL.

BADGER SALES CO., INC.
2251 W. Pico Blvd.
LOS ANGELES, CALIF.

BANNER SPECIALTY CO.
1508 Fifth Ave.
PITTSBURG 19 PA.

BIRMINGHAM VENDING CO.
540 Second Ave., N.
BIRMINGHAM, ALABAMA

CENTRAL DISTRIBUTORS
2315 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBUTORS
3314 Main St.
KANSAS CITY, MO.

DIXIE COIN MACHINE CO.
122 N. Broad St.
NEW ORLEANS 13, LA.

DUNIS DIST. CO.
100 Elliott St. W.
SEATTLE 99 WASH.

DUNIS DIST. CO.
906 W. Second Ave.
SPOKANE, WASH.

DUNIS DISTRIBUTING CO.
1003 S.W. Front St.
PORTLAND, ORE.

FRIEDMAN AMUSEMENT CO.
441 Edgewood Ave., S. E.
ATLANTA, GA.

GARRISON SALES CO.
1000 W. Washington St.
PHOENIX, ARIZONA

GENERAL MUSIC SALES CO., INC.
245 W. Biddle St.
BALTIMORE, MD.

HERMITAGE MUSIC CO.
74 Lafayette St.
NASHVILLE 3, TENN.

HUBER DIST. CO.
1118 Howard St.
SAN FRANCISCO 3, CALIF.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., North
MINNEAPOLIS, MINN.

LIEBERMAN MUSIC CO., INC.
809 So. 25th St.
OMAHA, NEB.

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., NW
GRAND RAPIDS 2, MICH.

MONROE COIN MACH. EXCH.
2423 Payne Ave.
CLEVELAND, OHIO

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

PASTER DIST. CO.
3601 W. Fond du Lac Ave.
MILWAUKEE 6, WIS.

ROANOKE VEND. MACH. EXCH., INC.
4930 W. Broad St.
RICHMOND, VA.

ROANOKE VEND. MACH. EXCH., INC.
625 Ohio Ave.
CHARLESTON, W. VA.

ROANOKE VEND. MACH. EXCH., INC.
63 Commonwealth Ave.
BRISTOL, VA.

DAVID ROSEN, INC.
855 N. Broad St.
PHILADELPHIA 23, PA.

RUNYON SALES CO.
593 Tenth Ave.
NEW YORK 18, N. Y.

RUNYON SALES CO.
221 Frelinghuysen Ave.
NEWARK, N. J.

RUNYON SALES CO.
231 Windsor St.
HARTFORD, CONN.

SHELDON SALES, INC.
681 Main St.
BUFFALO 3, N. Y.

SHELDON SALES, INC.
1626 N. Salina St.
SYRACUSE, N. Y.

SOUTHERN AMUSEMENT CO.
628 Madison Ave.
MEMPHIS, TENN.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI 2, OHIO

SOUTHERN AUTOMATIC MUSIC CO.
129 West North St.
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave.
ORLANDO, FLA.

SOUTHERN MUSIC DIST. CO.
1453 S.W. 8th St.
MIAMI, FLA.

SOUTHERN MUSIC DIST. CO.
418 Margarette St.
JACKSONVILLE, FLA.

STATE MUSIC DISTRIBUTORS, INC.
3100 Main St.
DALLAS, TEX.

STEEL MUSIC CO.
218 E. Parrish St.
DURHAM, N. C.

WALLACE DIST. CO.
205 NE First Ave.
MINERAL WELLS, TEX.

R. WARNCKE CO.
3445 Leeland
HOUSTON, TEX.

R. WARNCKE CO.
121 Navarro St.
SAN ANTONIO, TEX.

WESTERN STATES DISTRIBUTORS
177 E. Second South Street
SALT LAKE CITY, UTAH

Canada

LANIEL AMUSEMENT, INC.
1807 Notre Dame St., W.
MONTREAL, QUE.

ALLAN PULLMER CO.
145 Scotia St.
WINNIPEG, MAN.

TORONTO TRADING POST, LTD.
736 Yonge St.
TORONTO, ONT.

WESTERN MUSIC MACHINE CO.
9916 Jasper Ave.
EDMONTON, ALBERTA

MANUFACTURERS
And Their
Distributors

PHONOGRAPHS (continued)

ROCK-OLA MANUFACTURING CORP.
800 North Kedzie Ave.
CHICAGO, ILL.

(Distributors)

AMUSEMENT DISTRIBUTORS, INC.
1218 Leeland
HOUSTON, TEX.

ASSOCIATED AMUSEMENTS, INC.
8 Rugg Road
ALLSTON (BOSTON), MASS.

AUTOMATIC MUSIC CO.
140 E. First St.
TULSA, OKLA.

BADGER NOVELTY COMPANY
2546 North 30th St.
MILWAUKEE 10, WISC.

BORDER SUNSHINE NOVELTY CO.
2919 Fourth St., N.W.
ALBUQUERQUE, N. MEX.

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway
LOUISVILLE 4, KY.

BRILLIANT MUSIC CO.
19963 Livernois Ave.
DETROIT 31, MICH.

H. B. BRINCK
825 East Front St.
BUTTE, MONT.

CALDERON DISTRIBUTING
450 Massachusetts Ave.
INDIANAPOLIS, IND.

CAPITOL MUSIC DISTRIBUTING CO.
135 East Amite St.
JACKSON, MISS.

COIN AUTOMATIC MUSIC
241 W. Main St.
JOHNSON CITY, TENN.

COIN MACHINE SERVICE
422 Wilson St.
SANTA ROSA, CALIF.

FABIANO AMUSEMENT CO.
109 Liberty Ave.
BUCHANAN, MICH.

FLOWER CITY AMUSE. CO., INC.
620 Main St., East
ROCHESTER, N. Y.

FRANCO DISTRIBUTING CO.
24 North Perry
MONTGOMERY, ALA.

GILBERT MUSIC CO.
108 South Center
BLOOMINGTON, ILL.

H & H MUSIC
1626 3rd Ave.
MOLINE, ILL.

PAUL W. HAWKINS
329 East 7th St.
TUCSON, ARIZ.

HERMAN DISTRIBUTING CO.
631 Tenth Ave.
NEW YORK, N. Y.

HERMAN DISTRIBUTING CO.
1505 Coney Island Ave.
BROOKLYN, N. Y.

HUEY DISTRIBUTING CO., INC.
335 Huey P. Long Ave.
GRETNA, LA.

HUEY DISTRIBUTING CO., INC.
3760 Airline Highway
NEW ORLEANS, LA.

H. Z. VENDING & SALES CO.
1205 Douglas St.
OMAHA, NEB.

J. M. NOVELTY CO.
17 N. Schenley Ave.
YOUNGSTOWN, OHIO

LA BEAU NOVELTY SALES CO.
1902 University Ave.
ST. PAUL 4, MINN.

LAKE CITY AMUSEMENT CO.
4533 Payne Ave.
CLEVELAND, O.

PAUL A. LAYMON, INC.
1429 W. Pico Blvd.
LOS ANGELES, CALIF.

B. D. LAZAR CO.
1635 Fifth Ave
PITTSBURGH 19, PA

LE STOURGEON DISTRIBUT. CO., INC.
2828 South Blvd.
CHARLOTTE, N. C.

MODERN DISTRIBUTING CO.
3222 Teion St
DENVER 11, COLO.

PHONO-VEND OF TEXAS
1023 Basse Road
SAN ANTONIO, TEX.

PUGET SOUND NOVELTY CO.
114 Elliott Ave. West
SEATTLE 99, WASH.

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S.E.
ATLANTA, GA.

I. ROSENFELD CO.
4701 Washington Ave.
ST. LOUIS 3, MO.

ROSS DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

ROSS DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

S & M SALES CO., INC.
1074 Union Ave.
MEMPHIS, TENN.

SANDERS DISTRIBUTING CO.
415 Fourth Ave., S.
NASHVILLE, TENN.

SEACOAST DISTRIBUTORS, INC.
1200 North Ave.
ELIZABETH, N. J.

SCOTT CROSSE CO.
1423 Spring Garden St.
PHILADELPHIA, PA.

DAN STEWART, INC.
140 East Second, South
SALT LAKE CITY, UTAH

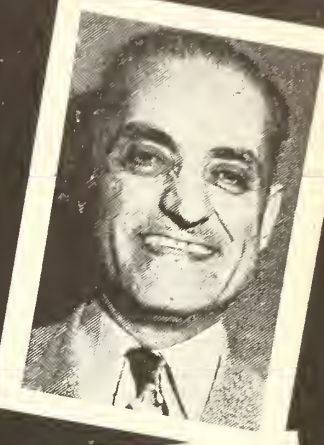
UNI-CON DISTRIBUTING CO.
3410 Main St.
KANSAS CITY 2, MO.

WALBOX DISTRIBUTING CO.
3909 Main St.
DALLAS, TEXAS

WESTERN DISTRIBUTORS
1226 Southwest 16th Ave.
PORTLAND, ORE.

WORLD WIDE DISTRIBUTORS, INC.
2330 North Western Ave.
CHICAGO 47, ILL.

Congratulations
On Your 14th Anniversary



Our most sincere wishes for your continued success and prosperity, and may you enjoy many, many more grand, great and gorgeous progressive anniversaries.
You are truly our industry's publication.
JOE ABRAHAM

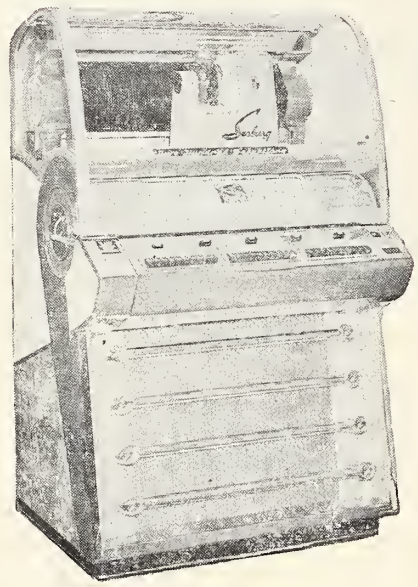
Factory Distributors for the following . . .
BALLY
MANUFACTURING COMPANY
ROCK-OLA
MANUFACTURING CORPORATION
WILLIAMS
MANUFACTURING COMPANY

LAKE CITY AMUSEMENT CO.
(Established 1934)
4533 Payne Ave., Cleveland, Ohio
(All phones: HEnderson 1-7577)

WE HAVE THE LARGEST SELECTION OF
USED MUSIC EQUIPMENT
IN THE MIDWEST
FRED MINTER *BUD KOTTKE*
GATEWAY DISTRIBUTING CO.
3622 W. NORTH AVE., CHICAGO, ILL. (Tel.: DIckens 2-1214)

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Congratulations and Best Wishes
to THE CASH BOX on its 14th Anniversary
Jean and Dolores

Exclusive Distributors For J. P. Seeburg Corp.

MINTHORNE MUSIC CO.

2619 W. PICO BLVD. LOS ANGELES, CALIF.
6111 W. WASHINGTON ST. PHOENIX, ARIZONA

Happy Anniversary

Sincerest and Best Wishes
to

THE CASH BOX

On Its 14th Anniversary

MUSIC OPERATORS of NEW YORK, Inc.

NEW YORK, N. Y.

ALBERT S. DENVER, *President* SIDNEY H. LEVINE, *Counsel*

Congratulations
on your
Fourteenth Anniversary

May you enjoy many, many more anniversaries to continue to serve the operators as you have these past fourteen years

WALTER OOMENS SONS

3260 W. ARMITAGE AVE. (Tel.: BEImont 5-6620) CHICAGO, ILL.

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

ROCK-OLA MANUFACTURING CORP. (Continued)

Canada

FRANK KIRKE NOVELTY
225 King St., East
TORONTO, ONT.

LAWRENCE NOVELTY CO.
540 Boucher St.
MONTREAL, QUE.

MODERN COIN AMUSEMENT CO.
2142 Lorne St.
REGINA, SASK.

WILLIAM POUND AGENCIES
68 Water St.
ST. JOHNS, NEWFOUNDLAND

SELECT MUSIC CO.
1803 Commercial St.
VANCOUVER, B. C.

VAN DUSEN BROS.
10139 — 112th St.
EDMONTON, ALBERTA

WINNIPEG COIN MACH. CO.
209 Pacific Ave.
WINNIPEG, MAN.

J. P. SEEBURG CORP.
1500 N. Dayton St.
CHICAGO, ILL.

(Distributors)

ATLANTIC NEW YORK CORP.
843 Tenth Ave.
NEW YORK, N. Y.

ATLANTIC CONNECTICUT CORP.
790 Albany Ave.
HARTFORD, CONN.

ATLANTIC NEW JERSEY CORP.
772 High St.
NEWARK, N. J.

ATLANTIC PENNSYLVANIA CORP.
334 N. Broad St.
PHILADELPHIA, PA.

ATLAS MUSIC CO.
2122 N. Western Ave.
CHICAGO, ILL.

ATLAS MUSIC CO. OF IOWA
Walnut & Twelfth Sts.
DES MOINES, IA.

ATLAS MUSIC CO.
2231 Fifth Ave.
PITTSBURGH, PA.

DAVIS DISTRIBUTING CORP.
738 Erie Blvd., East
SYRACUSE, N. Y.

DAVIS DISTRIBUTING CORP.
875 Main St.
BUFFALO, N. Y.

DAVIS DISTRIBUTING CORP.
1056 Broadway
ALBANY, N. Y.

DAVIS DISTRIBUTING CORP.
317-319 Alexander St.
ROCHESTER, N. Y.

DICKSON DISTRIBUTING CO.
631 W. California Ave.
OKLAHOMA CITY, OKLA.

R. F. JONES CO.
1263 Mission St.
SAN FRANCISCO, CALIF.

R. F. JONES CO.
127 East Second South
SALT LAKE CITY, UTAH

R. F. JONES CO.
1314 Pearl St.
DENVER, COLO.

R. F. JONES CO.
2600 Second Ave.
SEATTLE, WASH.

R. F. JONES CO.
1200 S.E. Morrison
PORTLAND, ORE.

R. F. JONES CO.
811 W. Second Ave.
SPOKANE, WASH.

S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon Ave.
MILWAUKEE, WISC.

S. L. LONDON MUSIC CO., INC.
2605-07 Hennepin Ave.
MINNEAPOLIS, MINN.

S. H. LYNCH & CO., INC.
2900 Gaston Ave.
DALLAS, TEXAS

S. H. LYNCH & CO., INC.
414 Dolorosa
SAN ANTONIO, TEXAS

S. H. LYNCH & CO., INC.
910 Calhoun St.
HOUSTON, TEXAS

LYNCH & ZANDER CO.
832 Baronne St.
NEW ORLEANS, LA.

MINTHORNE MUSIC CO.
2916-20 W. Pico Blvd.
LOS ANGELES, CALIF.

MINTHORNE MUSIC CO.
611 W. Washington St.
PHOENIX, ARIZ.

MUSIC DISTRIBUTORS, INC.
213-215 Franklin St.
FAYETTEVILLE, N. C.

MUSIC DISTRIBUTORS, INC.
801 S. Cedar St.
CHARLOTTE, N. C.

MUSIC SYSTEMS, INC.
2600 Euclid Ave.
CLEVELAND, O.

MUSIC SYSTEMS, INC.
1302 Jackson Ave.
TOLEDO, O.

MUSIC SYSTEMS, INC.
14561 Livernois Ave.
DETROIT, MICH.

MUSIC SYSTEMS, INC.
1224 Turner Ave.
LANSING, MICH.

THE MUSICAL SALES CO.
140 W. Mt. Royal Ave.
BALTIMORE, MD.

SAMMONS-PENNINGTON CO.
1049 Union Ave.
MEMPHIS, TENN.

SHAFFER MUSIC CO.
849 N. High St.
COLUMBUS, O.

SHAFFER MUSIC CO.
1327 N. Capitol Ave.
INDIANAPOLIS, IND.

SHAFFER MUSIC CO.
1200 Walnut St.
CINCINNATI, O.

SPARKS SPECIALTY CO.
104 Edgewood Ave., N.E.
ATLANTA, GA.

SPARKS SPECIALTY CO.
2608 Main St.
COLUMBIA, S. C.

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

J. P. SEEBURG CORP. (Continued)

S. L. STIEBEL CO.
635 W. Main St.
LOUISVILLE, KY.

S. L. STIEBEL CO.
313 Seventh Ave. South
NASHVILLE, TENN.

S. L. STIEBEL CO.
105-107 N. W. 6th St.
EVANSVILLE, IND.

TRIMOUNT AUTOMATIC SALES CORP.
40 Waltham St
BOSTON, MASS.

W. B. DISTRIBUTORS, INC.
1012 Market St.
ST. LOUIS, MO.

W. B. MUSIC COMPANY, INC.
2900 Main St.
KANSAS CITY, MO.

WOLFE DISTRIBUTING COMPANY
459 Riverside Ave.
JACKSONVILLE, FLA.

WOLFE DISTRIBUTING CO., INC.
2217 Sixth Ave., South
BIRMINGHAM, ALA.

Export

AMERICAN STEEL EXPORT CO., INC.
347 Madison Ave.
NEW YORK, N. Y.

Canada

R. C. GILCHRIST (QUEBEC) LTD.
1316 Notre Dame St. W.
MONTREAL, QUEBEC, CANADA

R. C. GILCHRIST, LTD.
33 Dundas St., W.
TORONTO, ONTARIO, CANADA

THE RUDOLPH WURLITZER CO.
NORTH TONAWANDA, N. Y.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St.
PHILADELPHIA, PA.

ANGOTT DISTRIBUTING CO., INC.
2616 Puritan Ave.
DETROIT, MICH.

BILOTTA DISTRIBUTING CO.
224 N. Main St.
NEWARK, N. Y.

BILOTTA DISTRIBUTING CORP.
1226 Broadway
ALBANY, N. Y.

BRADY DISTRIBUTING CO.
522 E. Trade St.
CHARLOTTE, N. C.

BRANDT DISTRIBUTING CO., INC.
1809-11 Olive St.
ST. LOUIS, MO.

BUSH DISTRIBUTING CO.
286 N. W. 29th St.
MIAMI, FLA.

BUSH DISTRIBUTING CO.
60 Riverside Ave.
JACKSONVILLE, FLA.

BUSH DISTRIBUTING CO.
Cia Distribuidora Internacional de Musica, S. A.
Calzada de Ayesteran No. 401
HAVANA, CUBA

CANYON STATE DIST. CO., INC.
301 E. Seventh St.
TUCSON, ARIZ.

CENTURY MUSIC, INC.
622 W. Broad St.
COLUMBUS, OHIO

CLEVELAND COIN MACH. EXCH.
2029 Prospect Ave.
CLEVELAND, OHIO

COMMERCIAL MUSIC CO., INC.
1550 Edison St.
DALLAS, TEXAS

COMMERCIAL MUSIC CO., INC.
1415 S. Flores St.
SAN ANTONIO, TEXAS

CO-OPERATIVE DISTRIBUTING CO.
234 W. Jefferson St.
LOUISVILLE, KY.

COVEN DISTRIBUTING CO., INC.
3181 N. Elston Ave.
CHICAGO, ILL.

CRUZE DISTRIBUTING CO., INC.
105 Virginia St., West
CHARLESTON, W. V.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DRACO SALES CO.
2005 West Alameda
DENVER, COLO.

DRACO SALES CO.
540 South State St.
SALT LAKE CITY, UTAH

EMARCY DISTRIBUTING CO.
348 Sixth St.
SAN FRANCISCO, CALIF.

F. A. B. DISTRIBUTING CO., INC.
1019 Baronne St.
NEW ORLEANS, LA.

FRANKLIN SALES CORP.
265 Franklin St.
BUFFALO, N. Y.

LEW JONES DIST. CO.
1301 N. Capitol Ave.
INDIANAPOLIS, IND.

MID-WEST DISTRIBUTORS
709 Linwood Blvd.
KANSAS CITY, MO.

MUSIC DISTRIBUTING CO.
2001 Fifth Ave.
PITTSBURGH, PA.

NORTHWEST SALES DISTRIB. CO.
110 N.E. Holladay
PORTLAND, ORE.

NORTHWEST SALES CO.
3150 Elliott Ave.
SEATTLE, WASH.

O'CONNOR DISTRIBUTORS, INC.
2320 W. Main St.
RICHMOND, VA.

PEACH STATE MUSIC CO.
549 Pine St.
MACON, GA.

PEACH STATE MUSIC CO.
911 Gervais St.
COLUMBIA, S. C.

REDD DISTRIBUTING CO., INC.
298 Lincoln St.
ALLSTON (BOSTON), MASS.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER

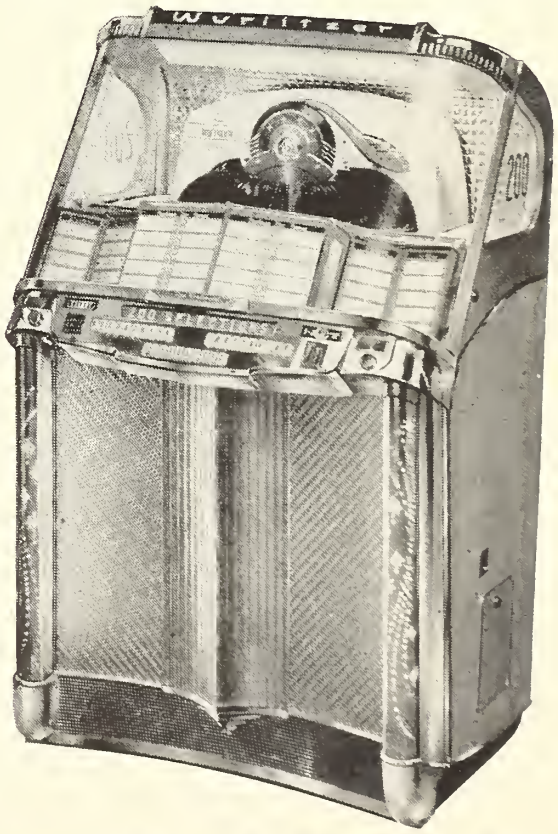
"World's Finest Phonographs"

THE *Centennial*

MODEL 2000

FEATURING

200 SELECTIONS



Write! Wire! Phone! Today!

ANGOTT DISTRIBUTING CO., INC.

Established 1932

2616 PURITAN AVENUE, DETROIT 21, MICHIGAN

(All Phones: UNiversity 4-0773)

Just Wait UNTIL YOU SEE THE Rock-Ola 200

WORLD WIDE DISTRIBUTORS
2330 NORTH WESTERN AVE., CHICAGO 47, ILL.
(All Phones: EVerglade 4-2300)

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

THE RUDOLPH WURLITZER CO.
(Continued)

ROCK CITY AMUSE. CO.
108 Lafayette St.
NASHVILLE, TENN.

ROTH NOVELTY CO.
54 N. Pennsylvania Ave.
WILKES-BARRE, PA.

J. H. RUTTER, INC.
1361 S. Main
SALT LAKE CITY, UTAH

SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IA.

SANDLER DISTRIBUTING CO.
405 Plymouth Ave. N.
MINNEAPOLIS, MINN.

SIERRA DISTRIBUTORS
2775 W. Pico Blvd.
LOS ANGELES, CALIF.

STANDARD AUT. DIST. CO.
1613 Main St.
LITTLE ROCK, ARK.

STEELE DISTRIBUTING CO., INC.
3300 Louisiana St.
HOUSTON, TEXAS

T & L DISTRIBUTING CO.
1663 Central Parkway
CINCINNATI, O.

UNITED, INC.
4227 W. Vliet St.
MILWAUKEE, WISC.

UNITED DISTRIBUTORS, INC.
902 W. Second
WICHITA, KAN.

WILLIAMS DISTRIBUTING CO., INC.
1117 Union Ave.
MEMPHIS, TENN.

WINTERS DISTRIBUTING CO.
1713-15 Harford Ave.
BALTIMORE, MD.

YOUNG DISTRIBUTING, INC.
575 Eleventh Ave.
NEW YORK, N. Y.

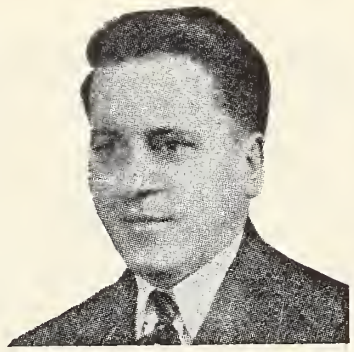
CANADA

SIEGEL DIST. CO., LTD.
637 Yonge Street
TORONTO, ONTARIO, CANADA

SIEGEL DIST. CO., LTD.
735 Chatham Street
MONTREAL, QUEBEC, CANADA

SIEGEL DIST. CO., LTD.
683 E. Hastings St.
VANCOUVER, B. C., CANADA

SIEGEL DIST. CO. LTD.
Davis Drive
NEWMARKET, ONT., CANADA
(Factory)



Sincerest Congratulations of Our Entire Organization to "The Cash Box" On Your 14th Anniversary

IT IS EXTREMELY PLEASANT TO COMPLIMENT A PUBLICATION THAT HAS BEEN SO PROGRESSIVE AND SO HELPFUL TO ALL IN OUR INDUSTRY.

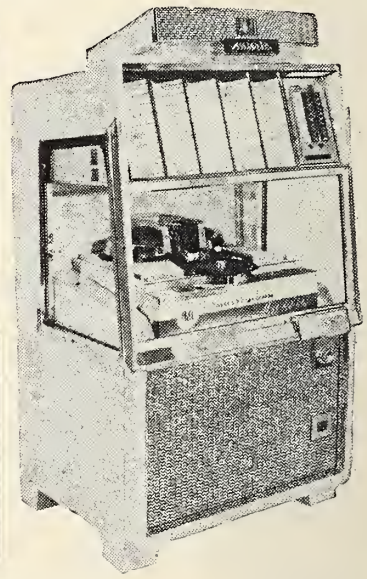
Romeo Laniel

LANIEL AMUSEMENT

1807-13 QUEST RUE NOTRE-DAME ST., WEST
MONTREAL 3, QUEBEC, CANADA
(Phone: WE 1124)

You See It Quicker! You Play It Faster!

AMI G-200



LANIEL AMUSEMENT

1807-13 QUEST RUE NOTRE-DAME ST., WEST
MONTREAL 3, QUEBEC, CANADA
(Phone: WE 1124)

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES

AMERICAN SHUFFLEBOARD CO.
210 Paterson Plank Rd.
UNION CITY, N. J.

AUTO-PHOTO CO.
1100 E. 33rd St.
LOS ANGELES, CALIF.

(Foreign)

PHOTOME, Ltd.
25 Manchester Square
LONDON W1, ENGLAND

FOTOFIX, G.m.b.H.
Berlinerstrasse 29
FRANKFURT AM MAIN
WEST GERMANY

AUTO-FOTO PANAMERICANA, S.A.
Manzanillo # 1 — 401-403
MEXICO, 7 D. F.

BALLY MANUFACTURING CO.
2640 Belmont Ave.
CHICAGO, ILL.
(Distributor list not avoiloble)

BUCKLEY MANUFACTURING CO.
4223 W. Lake St.
CHICAGO, ILL.

CAPITOL PROJECTORS CORP.
556 W. 52nd St.
NEW YORK, N. Y.

CHICAGO COIN MACHINE CO.
1725 Diversey Blvd.
CHICAGO, ILL.
(Distributor list not avoiloble)

EXHIBIT SUPPLY CO.
4218-30 W. Lake St.
CHICAGO, ILL.
(Distributor list not avoiloble)

J. F. FRANTZ MFG. CO.
1940 W. Lake St.
CHICAGO, ILL.

GAMES, INC.
661 N. Wells St.
CHICAGO, ILL.

GENCO SALES & MFG. CO.
2621 N. Ashland Ave.
CHICAGO, ILL.
(Distributor list not avoilable)

D. GOTTLIEB & CO.
1140—50 N. Kostner Ave.
CHICAGO, ILL.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
666N. Broad St.
PHILADELPHIA, PA.

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ALL COIN AMUSEMENTS CO.
2820 N.W. 7th Ave.
MIAMI, FLA.

BADGER SALES CO.
2251 Pico Blvd.
LOS ANGELES, CALIF.

BILOTTA DIST. CO.
224 N. Main St.
NEWARK, N. Y.

BIRMINGHAM VENDING CO.
540 2nd Ave. N.
BIRMINGHAM, ALA.

CENTRAL OHIO COIN MACH. EXCH.
525 S. High
COLUMBUS, O.

CLEVELAND COIN MACHINE EXCH.
2029 Prospect Ave.
CLEVELAND, O.

CULP DIST. CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

GARRISON SALES CO.
1000 W. Washington
PHOENIX, ARIZ.

GENERAL VENDING SALES CORP.
245 W. Biddle St.
BALTIMORE, MD.

H. Z. VENDING & SALES CO.
1205 Douglas St.
OMAHA, NEB.

T. B. HOLLIDAY CO.
625 Main St.
COLUMBIA, S. C.

T. B. HOLLIDAY CO.
121 E. Third St.
CHARLOTTE, N. C.

R. F. JONES CO.
1263 Mission St.
SAN FRANCISCO, CALIF.

R. F. JONES CO.
2600 Second Ave.
SEATTLE, WASH.

R. F. JONES CO.
1200 S.E. Morrison
PORTLAND, ORE.

R. F. JONES CO.
1314 Pearl St.
DENVER, COLO.

R. F. JONES CO.
127 E. Second South St.
SALT LAKE CITY, UTAH

B. D. LAZAR CO.
1635 Fifth Ave.
PITTSBURGH, PA.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
MINNEAPOLIS, MINN.

S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon
MILWAUKEE, WIS.

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N.W.
GRAND RAPIDS, MICH.

IRVING MORRIS, INC.
47 Stanton St.
NEWARK, N. J.

MORRIS NOVELTY CO.
3007 Olive St.
ST. LOUIS, MO.

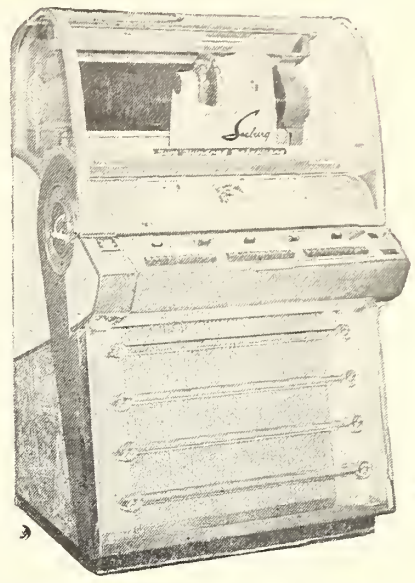
NATIONAL COIN MACHINE EXCH.
1411 W. Diversey
CHICAGO, ILL.

NEW ORLEANS NOVELTY CO.
115 Magazine St.
NEW ORLEANS, LA.

REX COIN MACHINE DIST. CO.
821 S. Salina St.
SYRACUSE, N. Y.

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system

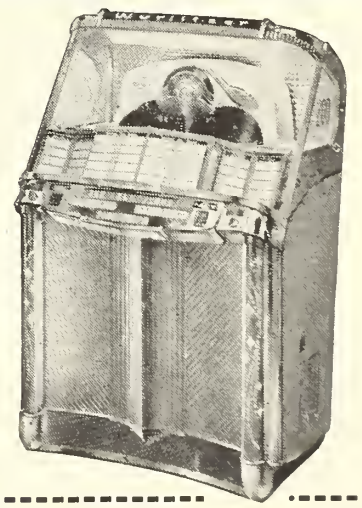


Exclusive Distributors For J. P. Seeburg Corp.

MUSIC SYSTEMS, INC.
14561 LIVERNOIS AVE., DETROIT, MICHIGAN
2600 EUCLID AVE., CLEVELAND, OHIO
1224 TURNER ST., LANSING, MICHIGAN
1302 JACKSON AVE., TOLEDO, OHIO

Exclusive Factory Distributors For The World's Finest Phonograph

WURLITZER
CENTENNIAL MODEL 2000



Exclusive Distributors For:
CHICAGO COIN MACHINE CO.
FISCHER MFG. CO.
UNITED MANUFACTURING CO.
WILLIAMS MANUFACTURING CO.

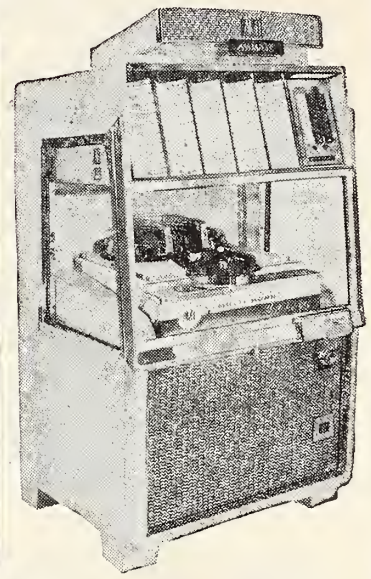
F.A.B. DISTRIBUTING CO., INC.
1019 BARONNE STREET, NEW ORLEANS, LA.
(All Phones: CAnal 8123)

Roanoke VENDING EXCHANGE, INC.

4930 W. BROAD ST. RICHMOND, VA. (Tel.: 6-4909)
63 COMMONWEALTH BRISTOL, VA. (Tel.: 1344)
625 OHIO AVENUE CHARLESTON, W. VA (Tel.: 3-0311)

You See It Quicker! You Play It Faster!

AMI G-200



DISTRIBUTORS for AMI in VIRGINIA • Central and Southern W. VIRGINIA • East TENNESSEE

Just Wait UNTIL YOU SEE THE Rock-Ola 200

J. M. NOVELTY CO.
5555 HAMONING AVENUE
YOUNGSTOWN, OHIO

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES (Continued)

D. GOTTLIEB & CO. (Cont.)

SEABOARD NEW YORK CORP.
583 10th Ave.
NEW YORK, N.Y.

SEABOARD NEW YORK CORP.
790 Albany Ave.
HARTFORD, CONN.

SOUTHERN AMUSEMENT CO.
628 Madison Ave.
MEMPHIS, TENN.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

STATE MUSIC DISTRIBUTORS
3100 Main St.
DALLAS, TEX.

TRIMOUNT COIN MACHINE CO.
40 Waltham St.
BOSTON, MASS.

W. B. MUSIC CO.
2900 Main St.
KANSAS CITY, MO.

Export

JUDD DISTRIBUTING CO.
1104 N. Kostner Ave.
CHICAGO, ILL.

(Foreign Sales Agency)

MOROCCO—
MONDIAL COMMERCIAL CORP.
Empire State Building
350—5th Avenue
NEW YORK CITY, N. Y.

FRANCE—
SUBERG EXPORT CORP.
87 Lafayette Avenue
BROOKLYN 17, N. Y.

GERMANY—
NOVA-APPARATE GESELLSCHAFT
24, Semperstrasse
HAMBURG 39, GERMANY

HOLLAND-BELGIUM
INTERNATIONAL AMUSE. CO.
1423 Spring Garden Street
PHILADELPHIA 30, PA.

HAWAII-GUAM
SERVICE GAMES
210 Mokauea St.
HONOLULU 17, T. H.

CANADA—(Montreal)—
LANIEL AMUSEMENT INC.
1807 Quest, Rue Notre Dame W.
MONTREAL 3, QUEBEC, CANADA

CANADA—(Windsor)—
DONALD FIELDING COMPANY
1106 Hall Avenue
WINDSOR, ONTARIO, CANADA

CANADA—(Toronto)—
TORONTO TRADING POST LTD.
736 Yonge Street
TORONTO 5, ONTARIO, CANADA

INTERNATIONAL MUTOSCOPE CORP.
44-02 Eleventh St.
LONG ISLAND CITY, N.Y.
(Distributor list not available)

J. H. KEENEY & CO., INC.
2600 W. Fiftieth St.
CHICAGO, ILL.
(Distributor list not available)

THE BERT LANE CO., INC.
1860 N.E. 146th St.
NORTH MIAMI, FLA.
(Distributor list not available)

SCIENTIFIC MACHINE CORP.
79 Clifton Pl.
BROOKLYN, N.Y.
(Distributor list not available)

UNITED MANUFACTURING CO.
3401 N. California Ave.
CHICAGO, ILL.
(Distributors)

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ALLIED SALES CORP.
926 Gervais St.
COLUMBIA, S. C.

BANNER SPECIALTY CO.
199 W. Girard Ave.
PHILADELPHIA, PA.

BANNER SPECIALTY CO.
1508 Fifth Ave.
PITTSBURGH, PA.

CENTRAL DISTRIBUTORS, INC.
2315 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBS. OF KANSAS CITY
2805 No. Main St.
KANSAS CITY, MO.

CENTRAL MUSIC DIST. CO.
1209 Douglas
OMAHA, NEB.

CENTRAL OHIO COIN MACH. EXCH.
525 S. High St.
COLUMBUS, O.

CLEVELAND COIN MACH. EXCH.
2029 Prospect Ave.
CLEVELAND, O.

CLEVELAND COIN MACH. EXCH.
1827 Adams St.
TOLEDO, OHIO

COIN AUTOMATIC MUSIC CO.
241 W. Main St.
JOHNSON CITY, TENN.

COMMERCIAL MUSIC CO., INC.
1550 Edison St.
DALLAS, TEX.

COMMERCIAL MUSIC CO., INC.
1415 S. Flores St.
SAN ANTONIO, TEX.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DOUBLE U SALES CORP.
922 Park Ave.
BALTIMORE, MD.

EMPIRE COIN MACHINE EXCH.
1012 Milwaukee Ave.
CHICAGO 47, ILL.

MANUFACTURERS
And Their
Distributors

AMUSEMENT GAMES (Continued)

UNITED MFG. CO. (Cont.)

F. A. B. DISTRIBUTING CO.
1019 Baronne St.
NEW ORLEANS, LA.

MAYFLOWER DISTRIBUTING CO.
2200 University Ave.
ST. PAUL, MINN.

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

PASTER DISTRIBUTING CO.
2606 W. Fond du Lac
MILWAUKEE, WISC.

ROCK CITY AMUSEMENT CO.
108 Lafayette St.
NASHVILLE, TENN.

SAMMONS-PENNINGTON CO.
1049 Union Ave.
MEMPHIS, TENN.

SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IOWA

DAVE SIMON, INC.
599 Tenth Ave.
NEW YORK, N. Y.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.

STEELE DISTRIBUTING CO.
3300 Louisiana Ave.
HOUSTON, TEX.

DAN STEWART CO.
140 E. Second South
SALT LAKE CITY, UTAH

TARAN DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

TARAN DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

WESTERN DISTRIBUTORS
1226 S. W. 16th
PORTLAND, ORE.

WESTERN DISTRIBUTORS
3126 Elliott Ave.
SEATTLE, WASH.

WILLIAMS MANUFACTURING COMPANY
4242 W. Fillmore St.
CHICAGO, ILL.

(Distributors)

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ARIZONA MUSIC CO.
611 W. Washington St.
PHOENIX, ARIZ.

ATLAS MUSIC CO.
221 Ninth St.
DES MOINES, IA.

BILOTTA DISTRIBUTING CO.
224 N. Main St.
NEWARK, N. Y.

CENTRAL DISTRIBUTORS
2315 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBS. OF KANSAS CITY
2805 N. Main St.
KANSAS CITY, MO.

COMMERCIAL MUSIC CO.
1550 Edison St.
DALLAS, TEX.

COMMERCIAL MUSIC CO.
1415 S. Flores St.
SAN ANTONIO, TEX.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DELTA MUSIC SALES CO.
1019 Baronne St.
NEW ORLEANS, LA.

DOUBLE-U SALES CORP.
922 Park Axe.
BALTIMORE, MD.

EMPIRE COIN MACH. EXCH.
1012 Milwaukee Ave.
CHICAGO, ILL.

FRANCO DISTRIBUTING CO.
24 N. Perry
MONTGOMERY, ALA.

FRIEDMAN AMUSEMENT CO.
441 Edgewood Ave., S.E.
ATLANTA, GA.

FRIEDMAN AMUSEMENT CO.
2007 Main St.
COLUMBIA, S. C.

H. Z. VENDING SALES CORP.
1205 Douglas St.
OMAHA, NEB.

LAKE CITY AMUSEMENT CO.
4533 Payne Ave.
CLEVELAND, O.

LANIEL AMUSEMENT CO.
1807 Ouest Rue Notre Dame
MONTREAL, QUEBEC, CANADA

B. D. LAZAR CO.
1635 Fifth Ave.
PITTSBURGH, PA.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
MINNEAPOLIS, MINN.

S. L. LONDON MUSIC CO.
3130 W. Lisbon Ave.
MILWAUKEE, WISC.

MILLER NEWMARK DISTRIBUTING CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER NEWMARK DISTRIBUTING CO.
42 Fairbanks St. N.W.
GRAND RAPIDS, MICH.

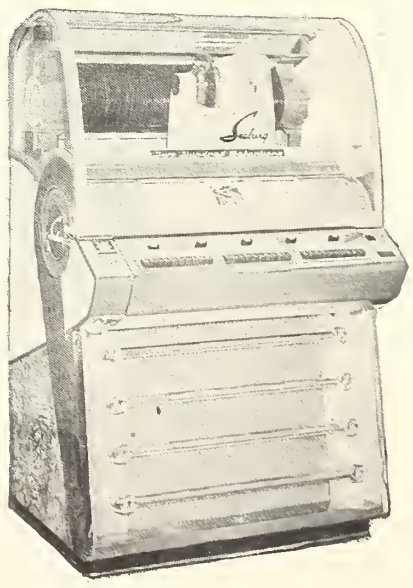
MINTHORNE MUSIC CO.
2916 W. Pico Blvd.
LOS ANGELES, CALIF.

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

The Firm That Service Built
EXCLUSIVE BALLY DISTRIBUTORS
ALLAN SALES, INC.
937 MARKET ST.
WHEELING, W. VA.
All Phones: WHEELING 5471; 5472; 5473
VISIT OUR NEW, MODERN
6 STORY BUILDING WITH THE BEST
EQUIPPED SHOP IN THE COUNTRY!

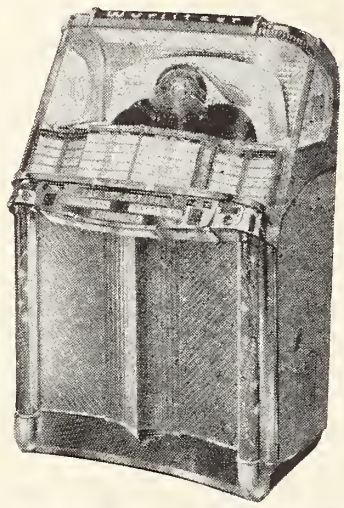
FOR SALE
THE WORLD'S FINEST REBUILT
BINGOS
WE CHALLENGE ANYONE TO TELL THEM FROM NEW

SEEBURG
Leadership
THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.
ATLANTIC PENNSYLVANIA CORP.
334 N. BROAD STREET
PHILADELPHIA 2, PA.
(Phone: LOcust 4-4415)

KING OF THEM ALL!
WURLITZER
CENTENNIAL MODEL 2000
Beauty! Tone! Earning Capacity!



COVEN MUSIC CORP.
3181 ELSTON AVENUE, CHICAGO 18, ILLINOIS
(Phone: INdependence 3-2210) Cable Address: COVENMUSIK
EXCLUSIVE WURLITZER DISTRIBUTOR

Just Wait UNTIL YOU SEE THE Rock-Ola 200

FRANCO DISTRIBUTING CO.
24 NORTH PERRY
MONTGOMERY, ALABAMA

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES (Continued)

WILLIAMS MFG. CO. (Cont.)

NEW ORLEANS NOVELTY CO.
115 Magazine St.
NEW ORLEANS, LA.

R & Y NOVELTIES
131 Clinton Ave.
NEWARK, N. J.

REX COIN MACHINE DISTRIBUT. CO.
821 S. Salina St.
SYRACUSE, N. Y.

ROANOKE VEND. EXCH., INC.
4930 W. Broad St.
RICHMOND, VA.

ROANOKE VEND. EXCH., INC.
63 Commonwealth Ave.
BRISTOL, VA.

DAVID ROSEN, INC.
855 N. Broad St.
PHILADELPHIA, PA.

AL SIEGEL AMUSEMENT CO.
637 Yonge St.
TORONTO, ONTARIO, CANADA

AL SIEGEL AMUSEMENT CO.
2095 Notre Dame St., W.
MONTREAL, QUEBEC, CANADA

AL SIEGEL AMUSEMENT CO.
683 Hastings St.
VANCOUVER, B. C.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

TARAN DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

TARAN DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

TRIMOUNT COIN MACHINE CO.
40 Waltham St.
BOSTON, MASS.

UNI CON DISTRIBUTING CO.
3410 Main St.
KANSAS CITY, MO.

VAN DUSEN BROS.
10139—112th St.
EDMONTON, ALB., CANADA

WESTERN DISTRIBUTORS, INC.
3126 Elliott Ave.
SEATTLE, WASH.

WESTERN DISTRIBUTORS, INC.
1226 S.W. 16th Ave.
PORTLAND, ORE.

WESTERN STATES DISTR. CO.
177 E. Second, So.
SALT LAKE CITY, UTAH

WINNIPEG COIN MACH. CO.
209 Pacific Ave.
WINNIPEG, MAN., CANADA

Export

NOVA TRADE
Gesellschaft M. B. H.
24 Semperstrasse
HAMBURG, GERMANY

SERVICE GAMES, INC.
210 Mokauea St.
HONOLULU, TERRITORY OF HAWAII

SHUFFLE WAX

THE SLICK SHINE CO.
207 Astor St.
NEWARK, N. J.

SUN-GLO SHUFFLEBOARD SUPPLIES, INC.
115 Heckel St.
BELLEVILLE, N. J.

WAX-OLA CHEMICAL CO.
Box 207
ARLINGTON, N. J.

PHONO NEEDLE MFRS.

PAUL BENNETT & CO.
230 E. Ohio St.
CHICAGO, ILL.

DUOTONE CO. INC.
KEYPORT, N. J.

JENSEN INDUSTRIES, INC.
329 S. Wood St.
CHICAGO, ILL.

M. A. MILLER MFG. CO.
4th and Church Sts.
LIBERTYVILLE, ILL.

PERMO, INC.
6415 Ravenswood Ave.
CHICAGO, ILL.

PHANSTIEHL CHEMICAL CO.
104 Lake View Ave.
WAUKEGAN, ILL.

RECOTON CORP.
251 Fourth Ave.
NEW YORK N. Y.

Congratulations,
CASH BOX
On Your 14th Year of Progress and Service
CHARLEY PIERI

OPERATORS
Get on our mailing list for
TOP VALUES IN QUALITY EQUIPMENT OF EVERY SORT—NEW AND USED!

MONARCH COIN MACHINE, INC.
2257-59 N. LINCOLN, CHICAGO 14, ILL.
Lincoln 9-3996-7-8

Congratulations
to the
"Texas Coin Machine Bible"
BOB DePRIEST
DALLAS, TEXAS

Congratulations
to
The Cash Box
on your
14th Anniversary

The one publication that has continued to strive with all its might to help assure everyone in the industry a greater, more prosperous and more progressive future.

Joe Westerhaus

THE WESTERHAUS COMPANY, INC.

3726 KESSEN AVENUE, CHEVIOT, OHIO (All Phones: MONTANA 1-5000)

JOBBERS and DISTRIBUTORS

(LISTED BY STATES)

ALABAMA

Birmingham
Birmingham Vending Co., 540 2nd Ave., N.
Wolfe Dist. Co., 2217 Sixth Ave., So.

Montgomery
Franco Dist. Co., 24 N. Perry St.

ARIZONA

Phoenix
Arizona Amusement Co., 1030 Grand Ave.
Garrison Sales Co., 1000 W. Washington
Minthorne Music Co., 611 W. Washington

Tucson
Canyon States Dist. Co., 301 E. 7th St.
Paul W. Hawkins, 329 E. 7th St.

ARKANSAS

Eldorado
Wood Dist. Co., 415 W. Main St.

Fayetteville
Tri-State Sales Co., 315 Rollston St.

Little Rock
Little Rock Amusement Co., 105 W. 13th St.
Standard Aut. Dist. Co., 1613 Main St.

CALIFORNIA

Los Angeles
Badger Sales Co., Inc., 2551 W. Pico Blvd.
Bard Dist. Co., 2329 W. Pico Blvd.
Irving Bromberg Co., 8313½ W. 3rd St.
Lyn Brown Co., 1909 W. Pico Blvd.
Paul A. Laymon, Inc., 1429 W. Pico Blvd.
Minthorne Music Co., 2916-20 W. Pico Blvd.
C. A. Robinson & Co.. 2301 W. Pico Blvd.
Philip Robinson, 2992 W. Pico Blvd.
Sierra Dist. Co., 2775 W. Pico Blvd.
Simon Dist. Co., 2833 W. Pico Blvd.

Oakland
Associated Coin Amuse. Co., 3607 Grove St.

Sacramento
Valley Distributors, 710 12th St.

San Francisco
Advance Automatic Sales Co., 1350 Howard St.
Emarcy Dist. Co., 348 Sixth St.
Golden Gate Novelty Co., 701 Golden Gate Ave.
Huber Dist. Co., 1118 Howard St.
R. F. Jones Co., 1263 Mission St.
Nobro Novelty Co., 142 Dore St.
Osborn Dist. Co., 278 Sixth St.

Santa Rosa
Coin Machine Service, Inc., 422 Wilson St.

COLORADO

Denver
Draco Sales Co., 2005 W. Alameda Ave.
R. F. Jones, 1314 Pearl St.
Modern Dist. Co., 3222 Tejon St.
Mountain Distributors, 3630 Downing St.

CONNECTICUT

Hartford
Atlantic New York Corp., 790 Albany Ave.
General Amusement Game Co., 187 Park St.
Reliable Coin Machine Co., 184 Windsor St.
Runyon Sales Co., 231 Windsor St.

New Haven
FitzGerald Sales, 157 Union Ave.

FLORIDA

Jacksonville
Bush Dist. Co., 60 Riverside Ave.
Ross Dist. Co., 90 Riverside Ave.
Southern Music Dist. Co., 418 Margarette St.
Taran Dist., Inc., 90 Riverside Ave.
Wolfe Dist. Co., 459 Riverside Ave.

Miami
All Coin Amusements, 2820 N. W. 7th Ave.
Bush Dist. Co., 286 N. W. 29th St.
H. & G. Novelty, 440 S. W. 8th St.
Ross Distrib. Co., 3401 N. W. 36th St.
Schwartz Dist. Co., 1800 S. W. 17th St.
Southern Music Dist. Co., 1453 S. W. 8th St.
Supreme Dist., Inc., 416 N. W. 8th Ave.
Taran Dist., Inc., 3401 N. W. 36th St.

Orlando
Southern Music Dist. Co., 503 W. Central Ave.

GEORGIA

Atlanta
Amusement Vending, 1307 Spring St., N. W.
Friedman Amusement Co., 441 Edgewood Ave., S. E.
Robinson Dist. Co., 301 Edgewood Ave. S.E.
Sparks Specialty Co., 104 Edgewood Ave., N. E.
Variety Dist. Co., 585 Grant St., S.E.

Macon
Heath Dist., 3254 Vineville Ave.
Peach State Music Co., 549 Pine St.

ILLINOIS

Belleville
Taylor Sales Co., 120 W. Main St.

Bloomington
Gilbert Amusement Co., 108 So. Center St.

Chicago
Acme-International, 3643 W. Montrose Ave.
Allied Coin Mach. Co., 766 Milwaukee Ave.
All State C. M. Exch., 4407 W. Fullerton Ave.
Atlas Music Co., 2122 N. Western Ave.
Automatic Phonograph Dist. Co., 806 N. Milwaukee Ave.
Champion Dist. Co., 3833 W. Division St.
Coinex Corp., W. 1346 Roscoe St.
Coven Dist. Co., 3181 Elston Ave.
Donan Dist. Co., 5007 N. Kedzie Ave.
Empire Coin Machine Exch., 1012 Milwaukee Ave.
First Dist., 1748 W. North Ave.
Globe Dist. Co., 1623 N. California Ave.
W. E. Keeney Mfg. Co., 5229 S. Kedzie Ave.
Logan Dist. Co., 637 Milwaukee Ave.
Merit Industries, 542 W. 63rd St.
Monarch Coin Machine Co., 2257-59 N. Lincoln Ave.
National Coin Machine Exch., 1411-13 Diversey Bl.
Mack H. Postel, 2952 Milwaukee Ave.
Purveyor Dist. Co., 4324 N. Western Ave.
Trans-World Trading Corp., 185 N. Wabash Ave.
World Wide Dist., Inc., 2330 N. Western Ave.

Metropolis
Lauderdale Amusement, 19th & Neville St.

Moline
H & H Music, 1626 Third Ave.

Ottawa
Wolfe Music Co., 1201 W. Main St.

Rockford
Midwest Dist. Co., 208 N. Madison St.

INDIANA

Evansville
Automatic Amusement Co., 1000 Pennsylvania St.
Carl J. Speis Co., 316 W. Columbia
S. L. Stiebel Co., Inc., 107 N. W. 6th St.

Fort Wayne
General Sales Co., 1416 S. Calhoun St.
Lee Sales Co., Inc., 1815 S. Lafayette
Southern Automatic Music Co., 467 Clermont Drive

Indianapolis
Associated Dist., Inc., 210 S. Meridian St.
Banister & Banister Dist. Co., 444 Massachusetts Ave.
Calderon Dist., Inc., 450 Massachusetts Ave.
Lew Jones Dist. Co., 1301 N. Capitol
Shaffer Music Co., 1327 North Capitol Ave.
Sicking Co., 1312 Capitol Ave.
Southern Automatic Music Co., 129 W. North St.

IOWA

Cedar Rapids
Iowa Music Co., 3402 Mt. Vermon Rd.

Des Moines
Atlas Music Co. of Iowa, Walnut at 12th
Sandler Dist. Co., 110 11th St.
Superior Sales Co., 1337 2nd Ave.

Dubuque
Dubuque Coin Machine Co., 1456 O'Hagen St.

In Memory of

FRED MILLS

JOBBERS and DISTRIBUTORS

(LISTED BY STATES)

KANSAS

Wichita

United Dist., Inc., 902 W. Second

KENTUCKY

Lexington

Southern Automatic Music Co., Inc., 1535 Delaware Ave.

Louisville

B. B. Novelty Co., Inc., 715 W. Main
H. M. Branson Dist. Co., 811 E. Broadway
Co-Operative Dist. Co., 234 W. Jefferson St.
Ohio Specialty Co., Inc., 539 S. 2nd
Southern Automatic Music Co., Inc., 735 S. Brook St.
S. L. Stiebel Co., Inc., 635 W. Main St.

LOUISIANA

Gretna

Huey Dist. Co., Inc., 335 Huey P. Long Ave.

New Orleans

A. M. Amusement Co., 1049 Baronne St.
C. & M. Specialty Co., 832 Camp St.
Console Distributing Co., 3758 Airline H'way
Crown Novelty Co., Inc., 920 Howard Ave.
Dixie Coin Machine Co., 122 N. Broad St.
The Double A Amuse. Co., 341 N. Galvez St.
F. A. B. Dist. Co., 1019 Baronne St.
General Dist. Co., 1609 Orleans Ave.
Huey Dist. Co., 3760 Airline Hyway
Albert Huffine, 3760 Air Line Highway
Lynch & Zander, 832 Baronne St.
New Orleans Novelty Co., 115 Magazine St.
J. H. Peres Dist. Co., 922 Poydras St.
Southern C. M. Exch., 3757 Airline Hw.

Shreveport

Bruce's Music & Vend. Service, 1601 Pierre Ave.
Lee Novelty Co., 608½ Airport Drive

Slidell

O. K. Dist. Co., 3000 William Tell St.

MARYLAND

Annapolis

Arundel Amusement Co., 418 Third St.

Baltimore

A. & A. Coin Machine Co., 715 Ensor St.
Chris Novelty Co., 806 St. Paul St.
Double-U Sales Corp., 922 Park Ave.
East Coast Music Co., 700 S. Hanover St.
Eastern Vend. Sales Co., Inc., 940 Linden Ave.
General Vending Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 32 S. Charles St.
Roy McGinnis Co., 2011 Maryland Ave.
Musical Sales Co., 140 W. Mt. Royal Ave.
Parkway Machine Co., 715 Ensor St.
Premier Coin Machine Dist., Inc., 214 S. Howard St.
Winters Dist. Co., 1713-15 Harford Ave.

MASSACHUSETTS

Allston

Associated Amusement, 8 Rugg Rd.
Redd Dist. Co., Inc., 298 Lincoln St.

Boston

Atlas Distributors, 1024 Commonwealth Ave.
Northwestern Sales & Service Co., 1198 Tremont St.
Ben D. Palastrant, 25 Huntington Ave.
Trimount Coin Machine Co., 40 Waltham St.

Fall River

Lavoie & Hillman, Inc., 175 East Main St.

Webster

Royal Music Co., 10 Park St.

MICHIGAN

Buchanan

Fabiano Amuse. Co., 208 E. Dewey Ave.

Detroit

Angott Dist. Co., 2616 Puritan Ave.
Brilliant Music Co., 19963 Livernois Ave.
Gay-Coin Distributors, 4866 Woodward Ave.
Henry C. Lemke, 1047 E. Grand Blvd.
Miller-Newmark Dist. Co., 5743 Grand River
Music Systems, Inc., 14561 Livernois Ave.

Grand Rapids

Brilliant Music Co., 245 N. Division St.
E. & R. Sales Co., 1732 Monroe, N.W.
The Miller-Newmark Dist. Co., 42 Fairbanks, N. W.
Wolverine Sales Co., 747 Rutledge, N. E.

Kalamazoo

King-Pin Equipment Co., 826 Mills St.

Lansing

Music Systems, Inc., 1224 Turner

Pontiac

Wolverine Entertainers, Inc., 88 Newberry St.

MINNESOTA

Duluth

Twin Ports Sales Co., 226 Lake Ave., So.

Faribault

Gopher Sales Co., 601-603 Central Ave.

Minneapolis

Atlas Sales Co., Inc., 720 S. 4th St.
Lieberman Music Co., 257 Plymouth Ave., N.
S. L. London Music Co., Inc., 2605 Hennepin
Sandler Dist. Co., 405 Plymouth Ave., N.

St. Paul

Automatic Games Supply Co., 302 University Ave.
LaBeau Novelty Sales Co., 1902 University Ave.
Mayflower Dist. Co., 2218 University Ave.
Midwest Novelty Sales Co., 777 University Ave.

MISSISSIPPI

Biloxi

United Novelty Co., Inc., 111 W. Division St.

Jackson

Capitol Music Co., 135 E. Amite St.
United Dixie Co., Inc., 106 Minerva St.

MISSOURI

Kansas City

Advance Music Co., 1606 Grand Ave.
Automatic Coin Machine Co., 13 W. Linwood
Central Distributors of Kansas City, 2805 Main St.
Mid-West Dist., 709 Linwood Blvd.
Uni-Con Dist. Co., 3410 Main St.
W. B. Music Co., Inc., 2900 Main St.

St. Louis

Arrow Nov. Co., Inc., 2852 Sidney St.
Brandt Dist. Co., Inc., 1809-11 Olive
Central Dist., 2315 Olive St.
Ideal Novelty Co., 2823 Locust St.
McCall Novelty Co., 3326 Olive St.
Midwest Dist. Co., 2642 Olive St.
J. S. Morris & Sons Novelty Co., 4722 Delmar
Morris Novelty Co., Inc., 3007-09 Olive St.
Reel Dist. Co., 4910 Natural Bridge
Rite-Way Distribs., 3206 Olive St.
J. Rosenfield Co., 4701 Washington Blvd.
W. B. Dists., Inc., 1012 Market St.

Washington

Buescher's Wholesale Co., Coin Machine Div., Main and Elm Sts.

MONTANA

Butte

H. B. Brinck, 825 E. Front St.

Helena

Capitol Music Co., 102 E. 6th Ave.

NEBRASKA

Omaha

Central Music Dist. Co., 1209 Douglas St.
H. Z. Vending & Sales Co., 1205 Douglas St.
Lieberman Music Co., Inc., 809 So. 25th St.

NEVADA

Reno

Rex Distrib. Co., 128 E. 2nd St.

NEW JERSEY

Elizabeth

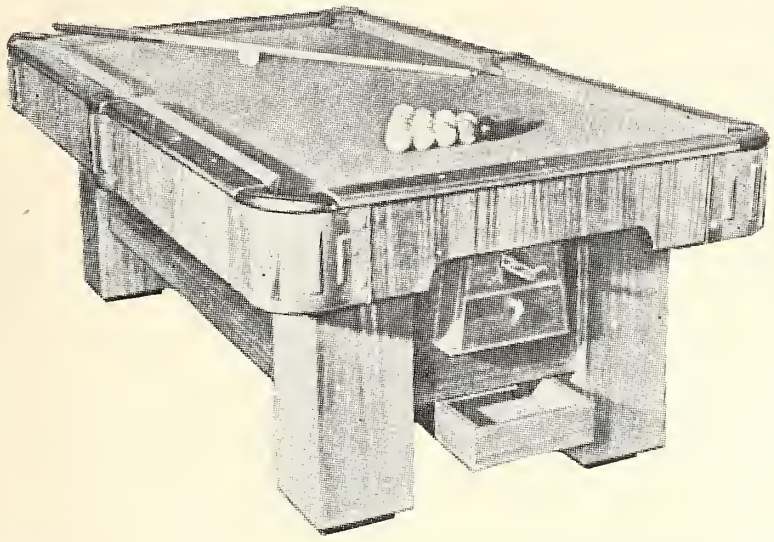
Seacoast Dists., Inc., 1200 North Ave.

Newark

Ajax Music Co., 123 W. Runyon St.
Atlantic New York Corp., 772 High St.
Dierickx Vending Co., 107 Cedar Ave.
Joe Fishman
Irving Morris, Inc., 47 Stanton St.
George Ponser Co.
Runyon Sales Co., 221 Frelinghuysen Ave.

COIN-OPERATED POOL TABLES

WITH 5c OR 10c COIN CHUTE



Write Us For The

NEW BROCHURE ON POOL TABLES

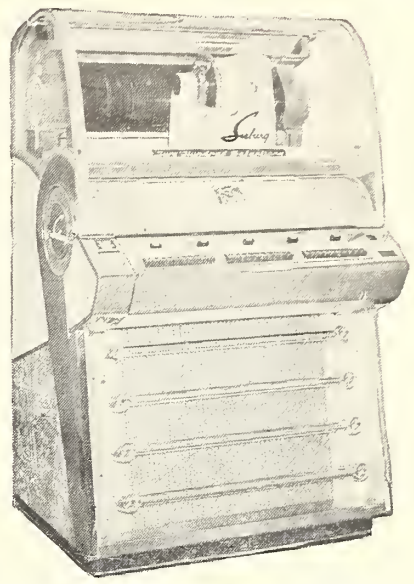
SPARKS SPECIALTY COMPANY

State Distributors for Seeburg Phonographs
for South Carolina and Georgia

SOPERTON, GEORGIA

SEEBURG *Leadership*

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

SPARKS SPECIALTY CO.

104 EDGEWOOD AVE., N.E
ATLANTA, GEORGIA

2608 MAIN ST.
COLUMBIA, S. C.

JOBBERS and DISTRIBUTORS

(LISTED BY STATES)

Union City

H. Betti & Sons, Inc., 1706 Manhattan Ave.

NEW MEXICO

Alhuquerque

Border-Sunshine Nov. Co., 2919 4th St., N.W.

NEW YORK

Alhany

Bilotta Dist. Co., 1226 Broadway
Davis Dist. Co., 1056 Broadway
Odco, Inc., 1100-02 Broadway
Universal Vendors, 788 Broadway

Binghamton

Binghamton Amusement Co., Inc., 221 Main St.

Brooklyn

American Vending Co., 2684 Coney Island Ave.
Herman Dist. Co., Inc., 1505 Coney Island Ave.
J. Schoenbach, 1647 Bedford Ave.
Uneeda Vending Service, 250 Meserole St.

Buffalo

Davis Dist. Corp., 875 Main St.
Franklin Sales Corp., 265 Franklin St.
Sheldon Sales, Inc., 881 Main St.

Elmira

Joy Automatic Phonograph Co., 108 E. Church St.

Glasco

Greco Bros., Box 94

Glen Falls

Witham Enterprises & Asso., 20 Cunningham Ave.

Hudson Falls

Henry C. Knoblauch & Sons, 7 Broad St.

Merrick

Nat'l Novelty Co., 183 E. Merrick Rd.

Newark

Bilotta Dist. Co., 224 N. Main

New York

Atlantic New York Corp., 843 Tenth Ave.
Black Sales, Inc., 583 Tenth Ave.
Herman Dist. Co., 631 Tenth Ave.
Koeppel Dist. Co., 629 Tenth Ave.
Dave Lowy & Co., 592 Tenth Ave.
Mike Munves Corp., 577 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 36th St.
Runyon Sales Co., 593 Tenth Ave.
Seaboard New York Corp., 843 Tenth Ave.
Albert Simon, Inc., 587 Tenth Ave.
Simon Sales, Inc., 599 Tenth Ave.
West Side Dist. Corp., 612 Tenth Ave.
Young Dist., Inc., 575 Eleventh Ave.

Rochester

Davis Dist. Corp., 317 Alexander St.
Flower City Amuse. Co., 618 Main St., E.

Schenectady

Mohawk Skill Games Co., 67 Swaggertown Rd.

Syracuse

Davis Dist. Corp., 738 Erie Blvd., E.
Rex C. M. Dist. Co., 821 S. Salina St.
Sheldon Sales Syracuse Corp., 1626 No. Salina St.

NORTH CAROLINA

Charlotte

Brady Dist. Co., 522 E. Trade St.
LeStourgeon Dist. Co., Inc., 2828 South Blvd.
Music Distrib., Inc., 801 S. Cedar St.

Durham

Steel Music Co., 218 E. Parrish St.

Fayetteville

Music Dists., Inc., 213 Franklin St.

Greensboro

W. R. Deaton, 2204 W. Market St.

Raleigh

Bishop Music Co., 117-19 E. Morgan St.

OHIO

Bridgeport

Automatic Music Co., 703 Main St.

Byesville

V. Yontz Sales Co.

Canton

Stark Novelty Co., 1106 11th, N.W.

Cincinnati

Glohe Games Co., 1230 Walnut St.
Marmer Dist. Co., 1519 Central Parkway
Ohio Specialty Co., 29 Court St.
Royal Dist. Co., 3726 Kessen Ave.
Shaffer Music Co., 1200 Walnut St.
Southern Automatic Music Co., Inc., 1000 Broadway
T & L Dist. Co., 1663 Central Parkway
Westerhaus Corp., 3726 Kessen Ave.

Cleveland

L. H. Cantor, Inc., 11219 Superior Ave.
Cleveland Coin Machine Exch., Inc., 2029 Prospect Ave.
Lake City Amusement Co., 4533 Payne Ave.
Monroe Coin Machine Dists., Inc., 2423 Payne Ave.
Music Systems, Inc., 2600 Euclid Ave.
Northern Music, Inc., 3633 Cedar Brook Rd.

Columhus

Central Ohio Coin Machine Exch., 525 S. High St.
Century Music, Inc., 622 W. Broad St.
Shaffer Music Co., 849 N. High St.
University C. M. Exch., 858 N. High St.

Portsmouth

K. T. Enterprises, 514 Second St.

Toledo

Cleveland C. M. Exch., Inc., 1827 Adams St.
Music Systems, Inc., 1302 Jackson Ave.
Toledo Coin Machine Exch., 814 Summit St.

Youngstown

J. M. Novelty Co., 17 N. Schenley Ave.

OKLAHOMA

Oklahoma City

Atkins Music Co., 233 S. W. 29th St.
Automatic Music Dist., Inc., 900 N. Western Ave.
Boyle Amusement Co., 522 N. W. Third St.
Culp Dist. Co., Inc., 614 W. Grand
Dickson Dist. Co., 631 W. California Ave.
H. W. Dolph Dist. Co., 625 N. Broadway
Rice Music Co., 24 W. California

Tulsa

Automatic Music Co., 140 E. First St.
H. W. Dolph Dist. Co., 2239 E. 6th St.
Wilson Distrib. Co., 16 N. Main St.

OREGON

Portland

Dunis Dist. Co., 1003 S. W. Front St.
R. F. Jones Co., 1200 S. E. Morrison
Northwest Sales Dist. Co., 110 N.E. Holladay
Western Dists.. 1226 S. W. 16th St.

PENNSYLVANIA

Erie

Mickey Anderson, 314 E. 11th St.

Lansdowne

Roy Torr, 30 Runnemede Ave.

Moosic

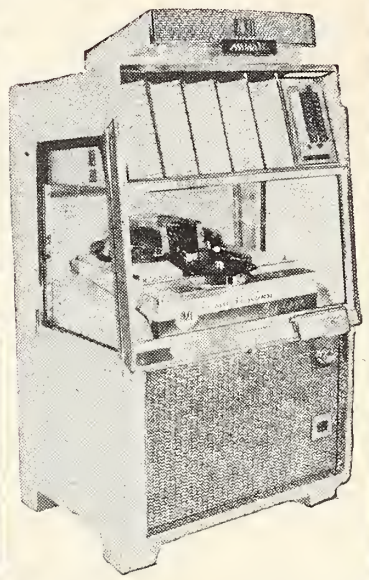
Sterling Service, Rocky Glen Park

Philadelphia

Active Amusement Machine Co., 666 N. Broad St.
Atlantic Pa. Corp., 334 N. Broad St.
Banner Specialty Co., 199 W. Girard Ave.
Block Marble Co., 1425 N. Broad St.
Central Vend. Mach. Ser. Co, 6011 Baltimore
General Coin Machine Co., 929 Spring Garden St.
International Scott Crosse Co., 1423 Spring Garden St.
Lehigh Specialty Co., 826 N. Broad St.
Phila. Coin Machine Exch., Inc., 844 N. Broad St.
Rake Coin Machine Exch., 609 Spring Garden St.
David Rosen, Inc., 855 N. Broad St.
Scott-Crosse Co., 1423 Spring Garden St.
S & K Dist. Co., 808 N. Broad St.
Veedco Sales Co., 2124 Market St.

You See It Quicker!
You Play It Faster!

AMI
G-200



Exclusive Distributors For AMI

DAVID ROSEN

855 N. BROAD STREET

PHILADELPHIA 23, PA.

Just Wait
UNTIL YOU SEE THE
Rock-Ola
200

AMUSEMENT DIST RIBUTORS, INC.

1218 LEELAND, HOUSTON, TEXAS

(Phones: CApitol 4-0121 or CApitol 7-3719)

JOBBERS & DISTRIBUTORS

(LISTED BY STATES)

Pittsburgh

Atlas Novelty Co., 2217-2219 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Dist. Co., 500 N. Craig St.
B. D. Lazar Co., 1635 Fifth Ave.
Music Dist. Co., 2001 Fifth Ave.
Oak Sales Co., 2033 Fifth Ave.
Pittsburgh Coin Machine Exch., 2203 Fifth Ave.

Wilkes-Barre

Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport

Williamsport Electronics and Television Co., 233-35 W. Third St.

SOUTH CAROLINA

Columbia

Friedman Amuse. Co., Inc., 2009 Main St.
T. B. Holliday Co., 727 Main St.
Peach State Music Co., 911 Gervais St.
Sparks Specialty Co., 2608 Main St.

Darlington

Darlington Music Co., 132 N. Main St.

Greenwood

Greenwood Music Co., 220 N. Main St.

TENNESSEE

Chattanooga

Chattanooga C. M. Co., 1806 Rossville Ave.
Dixie Amusement Co., 912 Houston St.
Sadikoff Sales Co., 142 No. Market St.
Shearer Amusement Co., 138 N. Market St.

Johnson City

Coin AutiMusic Co., 241 W. Main St.

Memphis

S. & M. Sales Co., 1074 Union Ave.
Sammons-Pennington Co., 1049 Union Ave.
Southern Amusement Co., 628 Madison Ave.
Williams Dist. Co., 1117 Union Ave.

Nashville

Hermitage Music Co., 74 Lafayette St.
Parker Dist. Co., 311 Eighth Ave. S.
Rock City Amuse. Co., 108 Lafayette St.
Sanders Dist. Co., 415 Fourth Ave. S.
S. L. Stiebel Co., 313 7th Ave., S.
Frank Swartz Sales Co., 515-A Fourth Ave., S.

TEXAS

Dallas

Ed Brown, Inc., 2808 McKinney
Commercial Music Co., 1550 Edison
General Dist. Co., 2814 Main St.
S. H. Lynch & Co., 2900 Gaston Ave.
State Music Dist., 3100 Main St.
Walbox Distrib. Co., 3909 Main St.

Fort Worth

Fort Worth Amusement Co., 2427 Forest Park Blvd.

Galveston

Galveston Nov. Co., 2005 23rd St.

Houston

Amusement Distributors, Inc., 1218 Leeland
S. H. Lynch & Co., 910 Calhoun St.
Steele Dist. Co., Inc., 3300 Louisiana St.
R. Warncke Co., 3445 Leeland Ave.

Mineral Wells

Wallace Dist. Co., 205 N. E. First Ave.

San Antonio

Commercial Music Co., Inc., 1415 So. Flores St.
S. H. Lynch & Co., 414 Dolorosa
Pan American Sales Co., Inc., 323 S. Alamo
Phono-Vend of Texas, 1023 Basse Rd.
United Amuse. Co., 430 N. Main St.
R. Warncke Co., 121 Navarro Ave.

UTAH

Salt Lake City

Draco Sales Co., 540 S. State St.
R. E. Jones Co., 127 E. Second St.
J. H. Rutter, Inc., 1361 S. Main
Dan Stewart Co., 140 E. Second South St.
Stewart Nov. Co., 2200 Oneida St.
Western States Dists., 917 So. State S.

VIRGINIA

Bristol

Roanoke Vend. Mach. Exch., Inc., 63 Commonwealth Ave.

Portsmouth

O'Connor Vending Machine Co., 400 Water St.

Richmond

Musical Sales Co., 415 W. Broad St.
O'Connor Vending Machine Co., 2318 W. Main St.
Roanoke Vend. Exch., Inc., 4930 W. Broad St.
Wertz Music Supply Co., 1013 E. Cary St.

WASHINGTON

Seattle

Dunis Dist. Co., 100 Elliott Ave., W.
R. F. Jones Co., 2600 Second Ave.
Northwest Sales Co., 3150 Elliott Ave.
Puget Sound Novelty Co., 114 Elliott Ave., W.
Western Dists., 3126 Elliott Ave.

Spokane

Dunis Dist. Co., West 906 W. Second Ave.
R. F. Jones Co., 811 W. Second Ave.

Tacoma

Stanley Amusement Co., 1119 Tacoma Ave.

WEST VIRGINIA

Charleston

Cruze Dist. Co., Inc., 105 Virginia St., W.
Roanoke Vending Mach. Ex., 625 Ohio St.

Fairmont

Mid State Dist. of W. Va., 1122 Fairmont Ave.

Martinsburg

Hutzler Vend. Mach. Co., 900 Winchester Ave.

Wheeling

Allan Sales, Inc., 928 Market St.
Tri-State Amusement, 149 18th St., Rear
Wheeling Coin Machine Exch., 2829 Eoff St.

WISCONSIN

Beloit

Dan Savage Nov. Co., 940 Elm

Green Bay

Bookmeier Sales Co., 148 So. Chestnut St.
Feef Coin Mach. Exch., 1664 Morrow St.
Union Sales Co., 409 N. Adams St.

Milwaukee

Badger Novelty Co., 2546 N. 30th St.
General Novelty Co., 519 N. 16th St.
Hastings Dist. Co., 6100 W. Bluemound Rd.
S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
Mitchell Novelty Co., 3506 W. National Ave.
Paster Dist. Co., 3601 W. Fond du lac.
United, Inc., 4227 W. Vliet St.

Sheboygan

Anthony Hirt, 2420 No. 8th St.

NOTICE

JOBBERS and DISTRIBUTORS

If your name has not been included in these lists, the omission is unintentional. If you will notify us, we shall list it in the next issue.

THE CASH BOX

26 West 47th Street, New York 36, N. Y.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

A

ABRAHAM, JOS.
Cleveland, O.

ABRAHAM, JOE
Altoona, Pa.

ACHLADETES, JOHN
Montreal, Canada

ADAMS, EDWARD
Elizabeth, N. J.

ADAMS, PHILIP
New Bedford, Mass.

ADDY, CLYDE J.
Imogene, Iowa

ADKINS, CHARLES E.
Parkersburg, W. Va.

AHERIN, R. E.
LaMoure, N. Dak.

ALCORN, GEO. W., JR.
Baltimore 2, Md.

ALCOTT, N. E. (BERT)
Abilene, Texas

ALDERSON, ANDREW J.
Kansas City 3, Kan.

ALEXANDER, ELIAS
Youngstown, O.

ALEXANDER, JOSEPH
Youngstown, O.

ALEXANDER, N.
Youngstown, O.

ALLBRITTEN, V. N.
Murray, Ky.

ALLEN, JAMES
Grand Rapids, Mich.

ALLEN, NATHAN
Birmingham, Ala.

ALLOWAY, CHARLES
Orange, Tex.

ALLUVOT, FRANK
Detroit, Mich.

AMAND, BASTENIE
Antwerp, Belgium

AMBROSE, DOMINIC
Patchogue, L.I., N.Y.

ANDERSON, LEWIS, BISSELL (ANDY)
Denver, Colo.

ANDERSON, MICKEY
Erie, Pa.

ANDERSON, OTIS
Portland, Ore.

ANDRE, E. PAUL
Lansing, Mich.

ANDREONI, ALBERT J.
Elmwood Park, Ill.

ANGELI, PAUL W.
Canton, Ohio

ANGOTT, CARL
Detroit, Mich.

ANSLEY, CLARENCE W.
El Paso, Tex.

ARENA, JOHNNY J. B.
Galveston, Texas

ARNOLD, M. W.
Hannibal, Mo.

ARONSON, CHARLES
Brooklyn, N. Y.

ARNSBERG, HARRY
Portland, Ore.

ASH, JOSEPH
Philadelphia, Pa.

ATKINS, W. B.
Oklahoma City, Okla.

ATOL, PHILIP J.
Cleveland, Ohio

AUGUSTIN, JEROME
Portsmouth, Ohio

B

BACHMAN, C. F.
North Bend, Neb.

BADER, CLARENCE
Hialeah, Fla.

BAGNALL, WALTER D.
Thomasville, Ga.

BAILEY BILL
Stockton, Calif.

BAILIE, CLIFF F.
Syracuse, N. Y.

BAINBRIDGE, MILTON
Moosie, Pa.

BAKER, CHESTER
Pine Bluff, Ark.

BARNETT, ERWIN E.
Cleveland Hgts., Ohio

BARBER, FRED
Dallas, Tex.

BARBOUR, RAY W.
Danville, Va.

BARD, ROBERT
Los Angeles, Calif.

BARNES, LEONARD J.
Selma, Ala.

BARRETT, S.
Oklahoma City, Okla.

BATES, M. R.
Meridian, Miss.

BARRON, JERRY
Belmont, Calif.

BASSAN, ALBERT C.
Wellsville, N. Y.

BAUCOM, BUFORD LEE
Huntsville, Ala.

BAZELON, ROY
Golden Beach, Fla.

BEAN, T. W.
Denver 5, Colorado

BECHEL, GEORGE L.
Canton 3, Ohio

BELLETINI, BOVIO
Goalgate, Okla.

BELSON, JERALD D.
Los Angeles, Calif.

BENJAMIN, ELMER F.
Santa Monica, Calif.

BENNA, ANDY
Ironwood, Mich.

BENNETT, PAUL
Chicago, Ill.

BENSKY, NAT
Peekskill, N. Y.

BERG, ARTHUR R.
Fairmount, Minn.

BERGMAN, ALFRED
Buffalo, N. Y.

BERGQUIST, GEO. W.
Ironwood, Mich.

BARKOWITZ, EARL
Superior, Wisc.

BERMANN, N. H.
Casablanca, Fr. Mor.

BERN, DEL
Fresno, Calif.

BERSHIN, PAUL
Los Angeles, Calif.

BERSON, DAVID
Harrisburg, Pa.

BERUBE, ANTHONY
Bloomfield, Conn.

BESS, JACK G.
Richmond, Va.

BETTI, EDWARD
Union City, N. J.

BETTI, HUMBERT
Union City, N. J.

BETZ, WILLIAM
St. Louis, Mo.

BIEDERMAN, HORACE
Washington, D. C.

BIELMAIER, FRANK J.
Carroll, Iowa

BIERNAT, ANTHONY J.
Kenosha, Wisc.

BILOTTA, JOHN
Newark, N. Y.

BISHOP, W. J.
Greenwood, Miss.

BLAKSLEE, EARL C.
Lansing, Mich.

BLALOCK, FLETCHER
New Orleans, La.

BLATT, BURTON
Miami, Fla.

BLATT, THEODORE
Brooklyn, N. Y.

BLATT, WILLIAM
Miami, Fla.

BLENDOW, AL W.
New York, N. Y.

BLOMQUIST, ROY
Chicago, Ill.

BLUM, MELVIN J.
Bay City, Tex.

BLUM, M. Y.
Wichita, Kan.

BLUMENFELD, IRVIN
Baltimore, Md.

BOASBERG, LOUIS
New Orleans, La.

BODKIN, AL
Forest Hills, L.I., N.Y.

BOETCHER, NORBERT R
Green Bay, Wis.

BOGIE, LEWIS
Lexington, Ky.

BOIVIN, JOSAPHAT BOB
Montreal, Que., Can.

BOLLES, WILLIAM P.
Kenmore, N. Y.

BOND, DAVID
Boston, Mass.

BOOKMEIER, C. G.
Green Bay, Wisc.

BOSCHE, W. E.
Raton, N. M.

BOTTGER, CECIL A.
Keokuk, Iowa

BOU-SLIMAN, JOHN J.
Parma, Ohio

BOUNDS, JIMMIE
Mexia, Texas

BOWEN, CARL
Grand Rapids, Mich.

BOYD, LESLIE C.
New York, N. Y.

BOYNTON, MARSHALL
Benton Harbor, Mich.

BRACKLE, A. VAN
Defionce, Ohio

BRANCALONE, STEVE
Detroit, Mich.

BROWER, O. A. "RED"
Cosmopolis, Wash.

BROWN, ED
Dallas, Tex.

BROWN, GEORGE A.
San Francisco, Calif.

BROWN, ELLEN M.
Chicago, Ill.

BROWN, PAUL M.
Chicago, Ill.

BRADISH, JOSEPH
Freeland, Pa.

BRADLEY, G. T.
Cambridge, Md.

BRAGG, R. C.
Danville, Va.

BRYAN, GARTH M.
Boyne City, Mich.

BRANDT, PETE
St. Louis, Mo.

BRANSON, HY
Louisville 4, Ky.

BRAUN, MILTON M.
Savannah, Ga.

BRAY, VINCENT J.
Miami, Fla.

BREITENSTEIN, CHAS.
Chicago, Ill.

BREITHER, ROBERT
Chicago, Ill.

BRILLIANT, JOSEPH
Detroit, Mich.

BROADBENT, JOE
Anchorage, Alaska

BROMLEY, MARTIN J.
Honolulu, Hawaii

BROWN, WINTON
McMinnvile, Tenn.

BRUINGTON, E. J.
Onamia, Minn.

BUCKLEY, LOUIS
Nashville, Tenn.

BUCKLEY, PATRICK J.
Chicago, Ill.

BUCKLEY, ROBERT
New Orleans, La.

BULLOCK, JOHN
Lock Sheldrake, N.Y.

BUNCH, JOE
Chattanooga, Tenn.

BURKE, PALMER F.
Youngstown, Ohio

BURKE, WILLIAM J.
Baltimore, Md.

BURKHEAD, JAMES A.
Houston, Tex.

BURT, HAROLD F.
Wilmette, Ill.

BUSET, WILLIAM
Ft. William, Ont., Can.

BUSH, TED
Miami, Fla.

BUSHDID, MICHAEL
Washington, D. C.

BUTCHER, T. D., Jr.
Carbondale, Ill.

BUTCHER, T. D., Sr.
Carbondale, Ill.

BUTLER, RAYMOND B.
Haverhill, Mass.

BYBEE, E. C. (GENE)
San Antonio, Tex.

BYE, BILL
Kansas City, Kans.

C

CACCAMISE, R. A.
Jamestown, N. Y.

CALE, EARL
Glendale, Calif.

CAMP, CLARENCE
Memphis, Tenn.

CANNON, FRANK
Americus, Ga.

Exclusive Distributors for

BALLY

Manufacturers Of The World's Best Coin Operated Machines

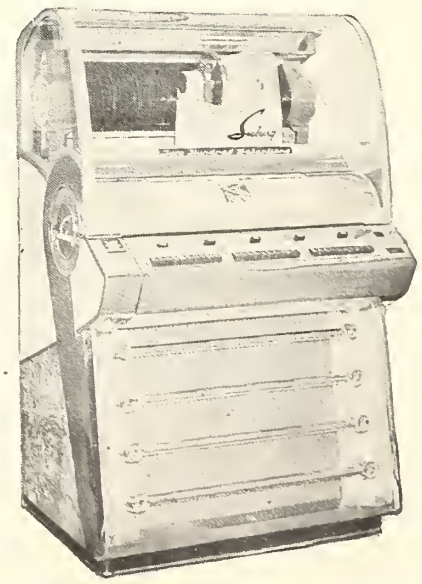
We have a large stock of reconditioned Bingo Games and Music Machines for Domestic or Foreign Buyers
Write — Wire — Phone

Congratulations—Bill and Joe
You've done a magnificent job. Best Wishes.
Chris Christopher

CHRIS NOVELTY CO., INC.
806 ST. PAUL STREET BALTIMORE, MD.
(Phone: Mulberry 3167)

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

S. L. STIEBEL CO.
635 W. MAIN ST. LOUISVILLE, KY.
313 SEVENTH AVE., SO. NASHVILLE, TENN.
105-107 N.W. 6th ST. EVANSVILLE, IND.

Just Wait UNTIL YOU SEE THE Rock-Ola 200

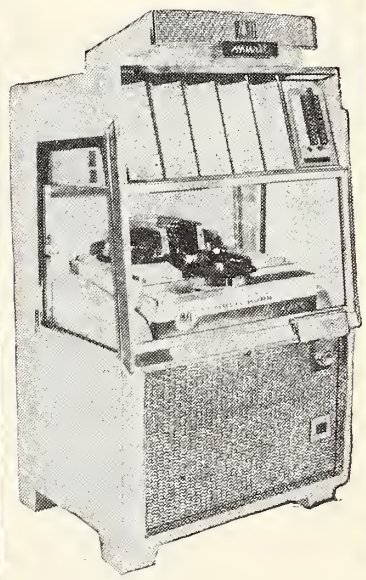
UNI-CON DISTRIBUTING CO.

Established 1932

3410 MAIN STREET, KANSAS CITY 2, MISSOURI

You See It Quicker! You Play It Faster!

AMI G-200



Exclusive Distributors For AMI

HERMITAGE MUSIC COMPANY

74 LAFAYETTE ST.

NASHVILLE 10, TENN.

(All Phones: ALpine 6-5666)

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

CARLYLE, ROBERT
Grand Rapids, Mich.

CARPENTER, RUSS
Chester, N. Y.

CARACCI, JOE
Galveston, Tex.

CARLSON, EDWARD
Detroit, Mich.

CARR, HARVEY
Chicago, Ill.

CARROLL, ELEANOR, HARRISON
McKees Rocks, Pa.

CARSLEY, GEORGE
Montreal, Caanda

CASHION, E. H.
Nashville, Tenn.

CASMIR, CASS
Hammond, Ind.

CASOLA, LOU
Rockford, Ill.

CASSINELLI, A. B.
Little Rock, Ark.

CATE, CLIFFORD
Baltimore 2, Md.

CATE, LEW
Baltimore 2, Md.

CATE, RONALD
Baltimore 2, Md.

CATES, ROY A.
Baltimore, Md.

CHAPMAN, ABE
Los Angeles, Calif.

CHAPMAN, LESLIE R.
Carroll, Iowa

CHARLE, C. S.
Springfield, Mo.

CHARLES, BOB
Binghamton, N. Y.

CHICKEY, JOE F.
Nashville, Tenn.

CHRISTIAN (DOC) T. K.
Fort Worth, Texas

CHRISTOPHER, VIRGIL
Baltimore, Md.

CISEK, STEPHEN
Chicago, Ill.

CLARK, SAM W.
Benton Harbor, Mich.

CLEER, CLARENCE A.
Fort Worth, Texas

CLEMENS, JOHN
Cranston, R. I.

CLEW, D. L.
Council Bluffs, Iowa

COBB, M. WALTER
St. Joseph, Mo.

COHEN, AL S.
Newark, N. J.

COHEN, HAROLD
New Orleans, La.

COHEN, JACK
Cleveland, Ohio

COHEN, MRS. SAM
Atlanta, Ga.

COHN, NAT
New York, N. Y.

COLBERT, MASON L.
Nebraska City, Neb.

COLE, C. F.
Marion, Ind.

COLUCCI, JOHN S.
Waterbury, Conn.

COLUCCI, RALPH
Hartford, Conn.

CONKLIN, MRS. HAZEL
Houston, Texas

CONNORS, JOSEPH
Long Island, N. Y.

COON, RUSSELL J.
Chicago, Ill.

COOPER, PHILIP N.
Baltimore 7, Md.

CORMNEY, K. A.
Richmond, Ky.

CORNELIUS, M. T.
Abiline, Texas

CORRISTEN, EDDIE
Cliffside Park, N. J.

COSMARK, ANDREW
Moosic, Pa.

COULTER, ALBERT
Worcester, Mass.

COULTER, MAXWELL
Worcester, Mass.

COURT, C. B.
Galion, Ohio

COVEN, BENJAMIN I.
Chicago, Ill.

COWLISHAW, C. L.
Mobile, Ala.

COX, WILLIAM A.
The Pas, Manitoba, Can.

COX, J. D.
San Francisco, Calif.

CRAWFORD, FRED C.
Kirksville, Mo.

CRABTREE, CHAPIN
Edinburg, Ind.

CRESWELL, H. C.
Milan, Tenn.

CRESWELL, H. C., JR.
Milan, Tenn.

CRESWELL, N. J.
Los Angeles, Calif.

CROVER, JAMES A.
Perth Amboy, N. J.

CROWE, H. M.
Houston, Texas

CROWL, GLEN J.
Ft. Wayne, Ind.

D

DADDIS, ART
Palm Beach, Fla.

DADDIS, GENE
Pequannock, N. J.

DAHL, RALPH A.
Omaha, Neb.

DAILY, HAROLD W.
Houston 8, Tex.

DAUL, HARRY
Green Bay, Wis.

DAVIDSON, BERT B.
Chicago, Ill.

DAVIDSON, FRANK W.
Spooner, Wis.

DAVIES, H. W.
St. Louis, Mo.

DAVIS, ARTHUR
Knoxville, Tenn.

DAVIS, E. T., JR.
Atlanta, Ga.

DAVIS, W. H.
Nashville, Tenn.

DECKER, F. H.
Fond du Lac, Wis.

DeCROES, LEON C.
Kokomo, Ind.

DE FAZIO, BEN
Moosic, Pa.

DELANEY, LIONEL K.
Defiance, Ohio

DELAPORT, ANGELO
Syracuse, N. Y.

DE LA VEIZ, HIRSH
Washington, D. C.

DENVER, ALBERT
New York, N. Y.

DePRIEST, BOB
Dallas, Tex.

DEL SIGNORE, G. J.
Fort Edward, N. Y.

DE MARE, JAMES
Highland, Ulster County, N. Y.

DE'OLINE, MAURICE
Brenheim, Texas

DeROSE, JAMES
Springfield, Ill.

DE SELM, BILL
Chicago, Ill

DETRICK, DOUGLAS
Auburn, Ind.

DIBBLE, ALAN
Kelso, Wash.

DICICCO, DICK
Yonkers, N. Y.

DICKENS, TEX
Magnolia, Ark.

DICTER, SAMUEL S.
Ft. Wayne, Ind.

DiOLIVE, MAURICE
Brenham, Tex.

DISTEL, J. A.
Portsmouth, Ohio

DIXON, LEO
Youngstown, Ohio

DIXON, LEO R., JR.
Youngstown, Ohio

DIXON, NORMAN J.
Youngstown, Ohio

DIXON, S. H.
Johnson City, Tenn.

DOCKHUS, GEORGE
Rockford, Ill.

DOCKHUS, JOHN
Rockford, Ill.

DODSON, ALBERT L.
Urbana, Ohio

DODSON, LEROY A., Jr.
Urbana, Ohio

DODSON, W. RUSS
Powell, Ohio

DODYS, JAMES N.
Atlanta, Ga.

DOLINS, AL
Boston, Mass.

DOLPH, H. W.
Tulsa, Okla.

DORSCH, ANTHONY
Chicago, Ill.

DOWNEY, MAX
Lafayette, Ind.

DOWNING, BILL
Fresno, Calif.

DROLLINGER, HARRY
Dallas, Texas

DURAND, A. L.
Green Bay, Wisc.

DURANT, LYN
Chicago, Ill.

DURHAM, R. C.
Kingsville, Tex.

E

EBY, MRS. LORA (QUACKENBUSCH)
Detroit, Mich.

ECKHARDT, GEORGE
Alma, Neb.

ECKLAND, EVERETT B.
Chicago, Illinois

EDWARDS, BRYAN ERIC
Douglas, Wyo.

EDWARDS, EARL L.
Saginaw, W.S., Mich.

EDWARDS, K. N.
Charleston 2, W. Va.

EHRENFELD, EMANUEL
Passaic, N. J.

EISENBERG, MAX
Baltimore, Md.

ELLIS, EDDIE
New York, N. Y.

ELLIS, HOWARD N.
Omaha, Neb.

ELMS, JOHN
New Orleans, La.

EMBAR, WILLIAM J.
Lebanon, Penna.

ENGEL, DAVE
Miami, Fla.

ENGELHART, H. C.
Flint 3, Mich.

ENGELMAN, SAMUEL
New York, N. Y.

ENGELN, AL
Nashville, Tenn.

ERNICK, JOHN H.
Lawrence, Kan.

ERVIN, C. B.
Tulia, Tex.

EVANS, ALBERT C.
South Bend, Ind.

EVANS, FRED. C.
Milwaukee, Wisc.

EVANS, JOHN R.
Gulfport, Mich.

EVETTS, ALBERT
Nashville, Tenn.

EWING, CHARLES
Evansville, Ind.

EWING, PAUL
Evansville, Ind.

F

FARRELL, ROBERT E.
Oak Harbor, Wash.

FARRIS, C. B.
Galveston, Texas

FARRIS, J. D. Sr.
Vicksburg, Miss.

FARRIS, J. D., Jr.
Vicksburg, Miss.

FAULKNER, THOMAS
Jacksonville, Fla.

FECK, ROBERT
Lexington, Ky.

FELDMAN, A. D.
Brooklyn, N. Y.

FELDMAN, STANLEY D.
Brooklyn, N. Y.

FESDJIAN, SUREN D.
New York, N. Y.

FIELDING, ANDY
Springfield, Ill.

FINE, BENJAMIN J.
Baltimore, Md.

FISH, ABE
Hartford, Conn.

FISHER, CHARLES CALVIN, JR.
Charlotte, N. C.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

FISHER, WM. J.
Charlotte, N. C.

FISHMAN, JOSEPH
Jamaica, L. I., N. Y.

FLAKE, ARTHUR
Dallas, Tex.

FLATH, HERBERT, E.
Escanaba, Mich.

FLOW, L. M.
DeFuniak Springs, Pa.

FLOWE, J. M., Sr.,
Greenwood, S. C.

FLOWE, J. M., Jr.
Greenwood, S. C.

FOKAKIS, JOHN N.
Hattiesburg, Miss.

FOKAKIS, NICHOLAS J.
Hattiesburg, Miss.

FOOTE, DONALD, W.
Randolph, Mass.

FORD, NEAL
Tresckow, Pa.

FORREST, C. M.
Ft. Wayne, Ind.

FORTNER, D., C.
Pontiac, Ill.

FOSTER, RAY
Sioux Falls, S. D.

FRANCO, DAVID
Montgomery, Ala.

FRANKEL, LARRY
Rock Island, Ill.

FRANKLIN, HAMILTON
Baltimore 2, Md.

FREDERICK, J. J.
Detroit, Mich.

FRERICKS, BARNEY
St. Louis, Missouri

FRIEDMAN, DAVID
Miami, Fla.

FRIEDMAN, JAKE
Atlanta, Ga.

FRIEND, ROBERT E.
Bucyrus, Ohio

FRITZ, WILFRED
Glendale, Calif.

FROST, J. ALBERT
Fremont, Ohio

FULCO, DOMINICK
Hartford, Conn.

FULLER, FLETCHER G.
Ocala, Fla.

FURLOW, ED
Dallas, Tex.

G

GAGE, OTTO (TOBE)
Fayetteville, Ark.

GAINES, WILLIE
New York, N. Y.

GARDELLA, FRED A.
Detroit, Mich.

GARDNER, LARRY E.
Dallas, Texas

GARDNER, L. R.
Houston, Tex.

GARRETT, D. F.
Temple, Texas

GARRETT, HAROLD
Schenectady, N. Y.

GARRETT, TED
Albuquerque, N. M.

GARRISON, ROY E.
Phoenix, Ariz.

GASKIN, TOM R.
Knoxville, Tenn.

GAUNT, FRED
Los Angeles, Calif.

GEADTKE, GLENN C.
So. Milwaukee, Wisc.

GEIB, VERLING
Deadwood, S. Dak.

GEIST, GILBERT C.
Norfolk, Nebr.

GEIST, C. C.
Norfolk, Neb.

GELTZER, IRVING
New London, Conn.

GENNA, VINCENT
Galveston, Tex.

GENSBURG, SAMUEL
Chicago, Ill.

GERARDIN, L. W.
Chicago, Ill.

GERROS, SAM
Cincinnati, Ohio

GERSH BILL
Chicago, Ill.

GIACONNE CHARLES
Liberty, N. Y.

GILBERT, AL
New York, N. Y.

GILBERT, ROBERT C.
Montgomery, Ala.

GILLIGAN, EDWARD F.
Chicago, Ill.

GINSBERG, BENJ. B.
Roswell, N. M.

GINSBERG, EDDIE
Chicago, Ill.

GINSBERG, MORRIE
Chicago, Ill.

GISSER, MORRIS
Cleveland, Ohio

GLASEMAN, WILLIAM
Cleveland, Ohio

GLASS, LOUIS S.
Madison, Wis.

GLAVIANA, J. C. (JOE)
Galveston, Texas

GLICKMAN, CY
Pensauken, N. J.

GOLDBERG, HARRY
Miami, Fla.

GOLDEN, PAUL
Chicago, Ill.

GOLDMAN, GEORGE
Baltimore, Md.

GOLDMAN, PHIL
St. Augustine, Fla.

GOLDSTEIN, LENNY
Cincinnati, Ohio

GOLISH, MITCHELL
Harrisburg, Ill.

GORE, EARL P.
New Orleans, La.

GOTTLIEB, DAVID
Chicago, Ill.

GOTTLIEB, MORRIS
Dallas, Tex.

GOTTLIEB, NATE
Chicago, Ill.

GOTTLIEB, SOL
Chicago, Ill.

GRAVLIN, EARL G.
Jacksonville, Fla.

GRECO, JOSEPH
Glasco, N. Y.

GRECO, THOMAS
Glasco, N. Y.

GREEN, MILTON
Brooklyn, N. Y.

GREGORY, EMERY Z.
Madison, Wisc.

GRIFFEN, RICHARD S.
Howell, Mich.

GRIGGS, E. H.
Columbia, Tenn.

GROENTEMAN, SAL
Philadelphia, Pa.

GROOVER, W. L.
Atlanta, Ga.

GROSS, WILLIAM
Philadelphia, Pa.

GROVES, LEON C.
Cassopolis, Mich.

GUILLAUME, ROSE N.
Jefferson, S. Dak.

GUILLETTE, LUTHER
Lexington, Ky.

GUTSHALL, JACK
Corona, Calif.

H

HAGEMANN, RALPH
Peoria, Ill.

HAGGERTY, JAMES
Chicago, Ill.

HAHNEN, JOSEPH
New York, N. Y.

HALEY, GERALD
Chicago, Ill.

HALL, CHARLES W.
Meridian, Miss.

HALPER, SAUL
Cincinnati 2, Ohio

HALPERIN, HERMAN
Elizabeth, N. J.

HAMMERGREN, M. G.
Chicago, Illinois

HANKIN, MRS. M.
Atlanta, Ga.

HANLIN, AL
Los Angeles 28, Calif.

HAPPE, WM. R., Jr.
Los Angeles, Calif.

HAPPEL, CARL
Milwaukee, Wis.

HARRINGTON C. O.
(BUGGER RED)
Houston, Texas

HARRIS, FRANCIS G.
Virginia Beach, Va.

HARRISON, RAY S.
Surfside, Fla.

HARRISON, THOMAS J.
McKees Rocks, Pa.

HARTHORN, L. F., DICK
Seattle, Wash.

HARTMAN, JACK
Rome City, Ind.

HARTNETT, BART
Brooklyn, N. Y.

HARVEY, RALPH
Mitchell, S. D.

HARWITZ, MORRIS B.
Miami, Fla.

HASHMAN, BUD
Springfield, Ill.

HASTINGS, SAM
Milwaukee, Wis.

HATCH, HOWARD E.
Baton Rouge, La.

HAUSSMANN, JULIUS
Hazelton, Pa.

HAWK, TED
Ft. Wayne, Ind.

HAWLEY, DAN
Portsmouth, Va.

HAYNES, GEORGE W.
Murfreesboro, Tenn.

HEATH, CLYDE
Lexington, Ky.

HEATH, EDWIN T.
Macon, Ga.

HENSLEY, RALPH R.
Bloomington, Ind.

HERMAN, LOUIS
Mount Vernon, N. Y.

HERMETET, GEORGE E.
Savannah, Ga.

HERRERA, M. M. de
El Paso, Tex.

HICKS, LEONARD
Kansas City, Mo.

HIGHTOWER, WARREN
Fort Worth, Tex.

HILLMAN, MYRON S.
Fall River, Mass.

HISER, FOREST J.
Ft. Wayne 7, Ind.

HITCHCOCK, C. V.
Nashville, Tenn.

HOBLAK, GEORGE
Edwardsville, Penna.

HOELZEL, CARL
Kansas City, Mo.

HOELZEMAN, BEN H.
Little Rock, Ark.

HOFER, BEN
New Braunfels, Tex.

HOFFMAN, HARRY
Baltimore, Md.

HOGAN, JESSIE M.
Lafayette, Ind.

HOGAN, JOHN T., JR.
Lafayette, Ind.

HOGAN, JOHN T., SR.
Lafayette, Ind.

HOLLIDAY, L. JOHN
Charleston, S. C.

HOLMES, C. W.
Little Rock, Ark.

HOLT, ROBERT L.
Salt Lake City, Utah

HOOK, J. W.
Brownwood, Texas

HOOSER, HARRY
Fort Worth, Texas

HOPKINS, CECIL L.
Galion, Ohio

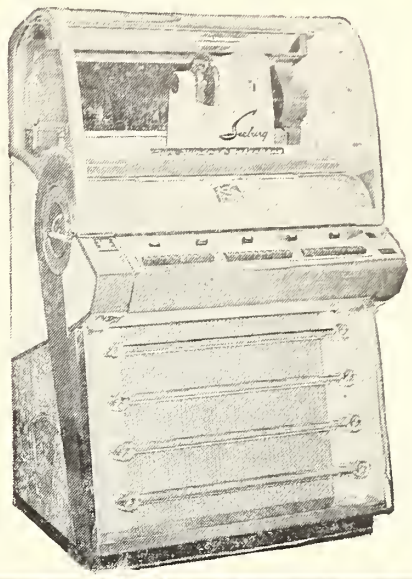
HOPKINS, M. C.
Galion, Ohio

HORKIN, J. LEON
Birmingham, Ala.

HORNBECK, DICK
Kingston, N. Y.

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



The Musical Sales Co.

Exclusive Distributors For J. P. Seeburg Corp. for Maryland, Washington D.C., Virginia and Northern West Virginia

40 W. MT. ROYAL AVE., BALTIMORE, MD. (Phone: VErnon 7-5755)

SPECIALISTS
IN
BUSINESS INSURANCE
GROUP INSURANCE
PENSIONS
ESTATE PLANNING

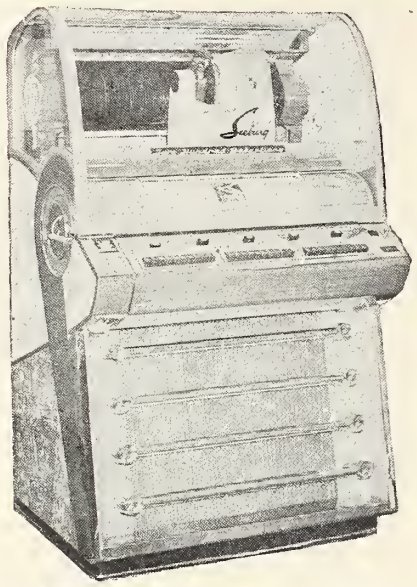
◇

RAPPAPORT AGENCY
CHICAGO FINANCIAL PLANNING SERVICE
BOARD OF TRADE BLDG., CHICAGO 4, ILL.
HArrison 7-7244

Eugene Rappaport, C.L.U.
Leslie Rappaport
Earle Rappaport, C.L.U.

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

LYNCH & ZANDER CO.

832 BARONNE ST. NEW ORLEANS, LA.

Just Wait UNTIL YOU SEE THE Rock-Ola 200

SANDERS DISTRIBUTING CO.

415 FOURTH AVE., SO., NASHVILLE 10, TENNESSEE
(All Phones: ALpine 5-4119)

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

HOROWITZ, MORRIS B. Miami, Fla.

HORTON, HAROLD D. Houston, Texas

HOSKINS, J. L. Birmingham, Ala.

HOWARD, C. E. Birmingham, Ala.

HOWEY, JACK L. Kirkland Lake, Ont., Canada

HUBBARD, N. J. Knoxville, Tenn.

HUDSON, E. M. Bristol, Va.

HUGEBACK, WALTER New Hampton, Iowa

HUGEBACK, MRS. W. New Hampton, Iowa

HUGHES, ARTHUR C. Dallas, Texas

HUNTER, MRS. AUDREY Dallas, Tex.

HUNTER, ROBERT W. Dallas, Tex.

HUPP, JAMES F. Cumberland, Md.

HURVICH, HARRY Birmingham, Ala.

HURVICH, MAX Birmingham, Ala.

I

ILLIG, WILLIAM F. St. Louis, Mo.

IMIG, MIKE Yankton, S. D.

IVERSON, FRED Buffalo, N. Y.

J

JACKSON, C. J. Seminole, Okla.

JACKSON, HUELAN A. (JACK) Healdton, Okla.

JACKSON, PETER S. Chicago, Ill.

JACOBS, BERNARD W. Louisville, Ky.

JACOBS, MARVIN Detroit, Mich.

JAMAIL, LOUIS N. San Antonio, Tex.

JAMES, MONROE R. (JESSE) Houston, Tex.

JANSSEN, EDWARD H. Shreveport, La.

JENKINS, GEORGE Chicago, Ill.

JERARD, ANTHONY V. Chicago, Ill.

JOHNS, JAS. MILTON Chicago, Ill.

JOHNSON, CHARLES Chicago, Ill.

JOHNSON, DAVID H. Sioux City, Iowa

JOHNSON, D. W. Sioux City, Iowa

JOHNSON, JIMMY San Antonio, Tex.

JOHNSON, MIKE Fresno, Calif.

JOHNSON, O. K. Aberdeen, Wash.

JOHNSON "PAT" W.C. Rawlins, Wyoming

JOHNSON, S. M. Atlanta, Ga.

JOHNSTON, HOWARD Montgomery, Ala.

JONES, ARCHIL F. Fort Worth, Tex.

JONES, HERB Chicago, Ill.

JONES, JOE E. Fort Madison, Iowa

JONES, R. F. San Francisco, Calif.

JOSEPH, NAIF Vincennes, Ind.

JUDY, ALFRED J. Converse, Ind.

K

KAGE, JOHN Seattle, Wash.

KANTER, CHARLES J. Cincinnati, Ohio

KAPILLA, JOSEPH M. Staunton, Ill.

KAPILLA, MIKE Staunton, Ill.

KATZ, CHARLES New York, N. Y.

KAUFFMAN, JACK Philadelphia, Pa.

KAUFMAN, BABE Atlantic Highl'ds, N.J.

KELLEY, HARRY L. Rochester, N. Y.

KELLEY, WILLIAM P. W. Springfield, Mass.

KELLY, BEN J. Houston, Texas

KELNER, JACK Chicago, Ill.

KERNS, JOHN W. Colorado Spgs., Colo.

KERTMAN, JERRY Rochester, N. Y.

KETCHERSID, R. K. Boise, Idaho

KILBURN O. R. Bellows Falls, Vt.

KINDRED, J. BOWEN Ajo, Ariz.

KING, FRANK New Orleans, La.

KIRBY, FRANK G. Bowling Green, Ky.

KIRBY, HOUSTON, M. Bowling Green, Ky.

KIRBY, RICTOR Marion, Ind.

KIRSCHENBAUM IRV. New York, N. Y.

KITT, GILBERT WM. Chicago, Ill.

KLEIN, HAROLD H. Omaha, Nebr.

KLEIN, MAX Yonkers, N. Y.

KLERSEY, GEORGE F. Miami, Fla.

KNACK, WALTER C. Dixon, Ill.

KNIERIEM, GUS Cumberland, Md.

KNIGHT, W. C., SR. Monroe, S. C.

KNOBLAUCH, H. C. Hudson Falls, N. Y.

KOCHANSKY, JOE Brooklyn, N. Y.

KOEPPEL, HARRY New York, N. Y.

KOEPPEL, HYMIE New York, N. Y.

KOLITZOFF, STANLEY Tacoma, Wash.

KONWINSKI, LEO Iron River, Mich.

KOREN, LOU Miami Beach. Fla.

KRAUTER, ERNEST Maplewood, N. J.

KRESBERG, SAMUEL New York, N. Y.

KROPP, A. L., Sr. Tuscaloosa, Ala.

KROPP, A. L., MRS. Tuscaloosa, Ala.

KROUSE, WILLARD Cleveland, Ohio

KULICK, BEN L. Buffalo, N. Y.

KULOW, KEN Milwaukee, Wisc.

KYNION, CLARENCE St. Louis, Mo.

L

LA BEAU, ARCHIE St. Paul, Minn.

LACKEY, RALPH Roxbury, Mass.

LAMAMNA, GUS New Orleans, La.

LA MASKIN, FRANK Chicago, Ill.

LAMB, FRANK C. Montebello, Calif.

LAMBERT, H. H. Auburn, Ala.

LAMBERT, TOM Dallas, Texas

LANDT, LESLIE A. Chicago, Ill.

LANG, GEORGE S. Baltimore, Md.

LANIEL, ROMEO Montreal, Que., Can.

LANGLEY, RAY Dallas, Tex.

LANZISERO VINNY Los Angeles, Calif.

LASSITER, JOSEPH R. Kinston, N. C.

LA VENE, JOE P. Clarksdale, Miss.

LAVINE, HARRY S. Oil City, La.

LAVOIE, ARTHUR Fall River, Mass.

LAYMON, LUCILLE Los Angeles, Calif.

LAYMON, PAUL Los Angeles, Calif.

LAZZARESCHI, ANDY Stockton, Calif.

LeBLUE, MRS. DOROTHY Lake Charles, La.

LEE, ARNOLD A. Ft. Wayne, Ind.

LEE, G. C. (BUSTER) Columbia, S. C.

LEITGEB, RUDY Cliffside Park, N. J.

LeJUENE, WHITNEY New Roads, La.

LEMKE, HENRY Detroit, Mich.

LERA, O. J. Galveston, Texas

LESCHEN, MURRAY L. I. C., N. Y.

LESNICK, MAC Baltimore, Md.

LESSER, NAT New London, Conn.

LEUENHAGEN, WM. H. Los Angeles, Calif.

LEVEY, WILLIAM Miami Beach, Fla.

LEVIN, ED E. Chicago, Ill.

LEVIN, MACK Ottawa, Ont., Can.

LEVINE, D. E. Hattiesburg, Miss.

LEVINE, MAX Brooklyn, N. Y.

LEVINE, SIDNEY New York, N. Y.

LEVY, AL Dayton, Ohio

LEWIS, STACY L. Cambridge, Md.

LIBBEY, JR., THOMAS Haverhill, Mass.

LICHTMAN, C. S. Newark, N. J.

LIEBERMAN, HAROLD Minneapolis, Minn.

LIEBOWITZ, MARVIN New York, N. Y.

LIEDEKER, MORRIS, SR. Corpus Christi, Tex.

LIMA, JOHN No. Little Rock, Ark.

LIVINGSTON, JERRY Beverly Hills, Calif.

LOICANA, MARTIN Fort Worth, Tex.

LONDON, SAM Milwaukee, Wis.

LOOSIER, W. B. Decatur, Ala.

LOSEY, GEORGE H. Baltimore, Md.

LOTOWSKI, JOE Chicago, Ill.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

LOTT, T. E.
Dallas 8, Tex.

LOUDON, L. A.
Galesburg, Ill.

LOVE, BATHA, CURRY
Atlanta, Ga.

LUCAS, VICTOR J.
Chicago, Ill.

LUCHMAN, BERNARD WILLIAM
Omaha, Neb.

LUKER, D. (DUKE)
Miami, Florida

LYNCH, SI
Dallas, Tex.

LYNN, HARVEY O.
Evansville, Ind.

LYONS, ROBERT A.
Skowhegan, Me.

M

MABS, HARRY J.
Chicago, Ill.

MACELI, PAUL
Frontenac, Kansas

MACKLER, MR.
Hartford, Conn.

MALLEK, SAM
Montreal, Que., Can.

MALONEY, JACK
Ft. Worth, Texas

MANDIA, FRANK J.
Shrewsbury, N. J.

MANGAN, JAMES T.
Chicago, Ill.

MANGONE, JOE
Miami, Fla.

MAPES, ED
San Francisco, Calif.

MARCH, HAL L.
Brattleboro, Vt.

MARDER, MORRIS
Miami Beach, Fla.

MARKLIN, JOHN
Detroit, Mich.

MARMER, WILLIAM
Cincinnati, Ohio

MAROON, CHARLES
Bridgeport, Ohio

MARTIN, BRYCE
Chickasha, Okla.

MARTIN, RAY CARL
Omro, Wisc.

MARTIN, W. N.
Los Angeles, Calif.

MARVEL, BILL
Poplar Bluff, Mo.

MASHEK, WILLIAM J.
Omaha, Neb.

MASON, ALBERT
Grand Rapids, Mich.

MASON, C. C.
Syracuse, Ind.

MASON, PHIL
Washington, D. C.

MASTERS, JOHN L., JR.
Kansas City, Mo.

MATTINGLY, J. G.
Elizabethtown, Ky.

MATTHEWS, L. E.
Nashville, Tenn.

McCAIN, GEORGE C.
Temple, Texas

McCALL, ANDY
St. Louis, Mo.

McCALLUM, W. W.
Dallas, Texas

McCORMACK, JACK
Elizabeth, N. J.

McCORMICK, DAVID
Goldsboro, N. C.

McCORMICK, JR., J. G.
Goldsboro, N. C.

McCORMICK, J. W.
Chambersburg, Pa.

McCORMICK, L. B.
Wilmington, N. C.

McCREARY, W. D.
Youngstown, Ohio

McDONALD, BEN
Ft. Worth, Tex.

McFARLAND, D. W.
Galesburg, Ill.

McGINNIS, ROY
Chicago, Ill.

McGRAW, TIMOTHY
Champaign, Ill.

McILHENNY, JOHN A.
Winthrop, Mass.

McKEE, A. J.
Columbia, Tenn.

McKEE, C. R.
Grand Island, Neb.

McKELLER, TILMON
Hattiesburg, Miss.

McKELVEY, E. S.
Edwardsville, Ill.

McKEON, RICHARD T.
Chicago, Ill.

MEALE, MAXINE R.
Cincinnati, O.

MEIER, C. H.
Stratford, Ont., Can.

MELVIN, ROY S.
Florence, S. C.

MERRITT, R. L.
Houston, Tex.

MICHAELS, E. M.
Springfield, Ill.

MIDED, SAM H.
Chicago 49, Ill.

MILES, FRANK
Danville, Ill.

MILLER, BILL L.
Grand Rapids, Mich.

MILLER, CECIL B.
Winchester, Ind.

MILLER, FRANK
Irvine, Ky.

MILLER, GEORGE A.
Oakland, Calif.

MILLER, HAROLD
Cedar Falls, Iowa

MILLER, SAM L.
Bowling Green, Ky.

MILLER SAMUEL W.
Archbald, Ohio

MILLER, WILLIAM C.
Plant City, Fla.

MILLS, MRS. GEORGE
Huntington, W. Va.

MINTER, HUGH W.
Norfolk, Va.

MINTHORNE, DOLORES
Los Angeles, Calif.

MINTHORNE, JEAN
Los Angeles, Calif.

MISHELOW, ROBERT
Hempstead, L.I., N.Y.

MISSLER, C. M.
Linthicum Hgts., Md.

MITCHELL, A. J.
Montgomery, W. Va.

MITNICK, JACK
New York, N. Y.

MITTLEBERG, SIDNEY
Queens Village, N. Y.

MITTLEMAN, SIDNEY
Elizabeth, N. J.

MOHILL, JULIUS
Chicago, Ill.

MOLONEY, RAY T.
Chicago, Ill.

MONTCALM, S. R.
Bastrop, La.

MONTGOMERY, EARL
Memphis, Tenn.

MONTICELLO, TONY A.
Lake Charles, La.

MONTOOTH, LES
Peorgia, Ill.

MOODY, T. W.
Austin, Texas

MOROSNICK, MARTY
Winnipeg, Man., Can.

MORRIS, IRVING
Newark, N. J.

MORRIS, L. H.
Galveston, Texas

MOSBY, J. E.
Austin 2, Tex.

MOTHERWAY, HAROLD
Chicago, Ill.

MOSELEY, HARRY D.
Richmond, Va.

MULLIGAN, JACK
Sharon, Pa.

MULLININX, JR., O. J.
Savannah, Ga.

MUNSON, FREEMAN D.
Indianapolis, Ind.

MUNVES, JOE
New York, N. Y.

MUNVES, MIKE
New York, N. Y.

N

NACLERIO, JOSEPH J.
Waterbury, Conn.

NAGLER, MILTON
New York, N. Y.

NASTASI, PETER
New Orleans, La.

NELSON, JACK
Chicago, Ill.

NEMESH, LEWIS
Detroit, Mich.

NEMIROW, MR.
Hartford, Conn.

NEW, GEORGE L.
Hobbs, N. M.

NEWCOMB, HOWARD
Oklahoma City, Okla.

NEWELL, EDWARD H.
Memphis, Tenn.

NEWKIRK, CHAS. W.
Parsons, Kans.

NIELSON, SIDNEY E.
Shreveport, La.

NIGRO, ANTHONY
Huntington Station, L. I., N. Y.

NIGRO, CARMINE
Huntington Station, L. I., N. Y.

NIGRO, MUNZIE J.
Huntington Station, L. I., N. Y.

NOMDEN, SR., JACOB
Oak Park, Ill.

NORMAN, BOB
Miami, Fla.

NOTO, CARL
San Francisco, Calif.

NOTO, JOE
San Francisca, Calif.

NYLAND, WM. H.
Chicago, Ill.

O

O'BRIEN, JOHN
Chicago, Ill.

O'CONNOR, KEN
Richmond, Va.

ODDER, TAFT E.
Slidell, La.

ODEN, GENE
San Antonio, Texas

ODKISSON, ROBERT L.
New London, Mo.

OETTINGER, HERB. L.
Chicago, Ill.

OLEY, ARTHUR J., SR.
Richmond, Va.

OLSHEIN, JULES
Albany, N. Y.

ONOFRIO, B. J.
Forestville, Conn.

OOMENS, ANTON L.
Chicago, Ill.

OOMENS, JOHN W.
Glenview, Ill.

ORENSTEIN, SAMUEL
Providence, R. I.

ORLECK, JOE
New York, N. Y.

OSBURN, DREW V.
Fort Worth, Texas

OSBURN, W. J., 'PETE'
Modesto, Calif.

OSTRANDER, JOHN
Baltimore, Md.

OWEN, DAVE
Box 84,
Monticella, Ind.

P

PAIGE, ALVORD J.
Flint 5, Mich.

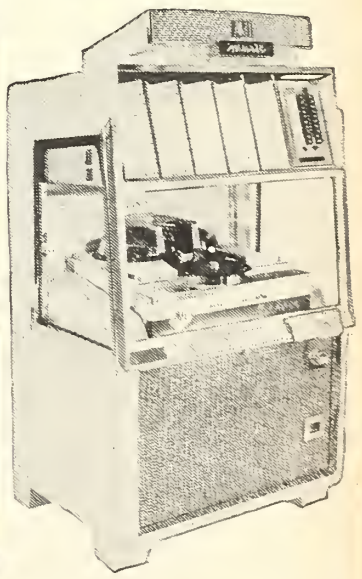
PALASTRANT, BEN D.
Baston, Mass.

Just Wait UNTIL YOU SEE THE Rock-Ola 200

ROSS DISTRIBUTING CO.
3401 N. W. 36th STREET
MIAMI, FLORIDA
(Tel.: 65-2531)
90 RIVERSIDE AVENUE
JACKSONVILLE, FLA.
(Tel.: 6-1551)

You See It Quicker!
You Play It Faster!

AMI G-200



Exclusive Distributors for AMI

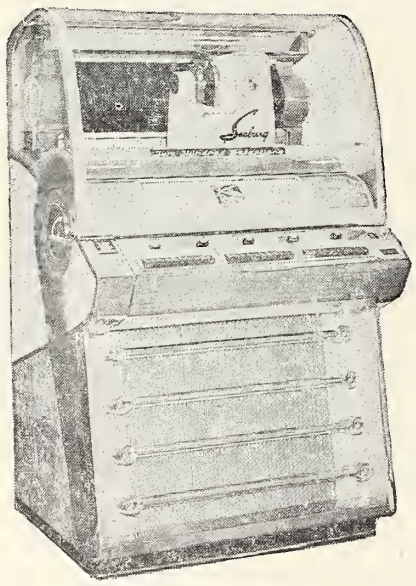
BANNER SPECIALTY CO.
1508 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA

Just Wait UNTIL YOU SEE THE Rock-Ola 200

BRILLIANT MUSIC COMPANY
19963 LIVERNOIS AVE.
DETROIT, MICHIGAN

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

WOLFE DISTRIBUTING CO.
459 RIVERSIDE AVE. JACKSONVILLE, FLA.
2217 SIXTH AVE., NORTH BIRMINGHAM, ALA.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

PALMER, EARL F. Chicago, Ill.

PARKER, S. J. Nashville, Tenn.

PARKOFF, MEYER New York, N. Y.

PARKS, RICHARD L., JR. St. Augustine, Fla.

PASSANANTE, JAS. A. Detroit, Mich.

PATTEN, S. A. Oelwein, Iowa

PATTON, FRED Jacksonville, Fla.

PAULSON, LARRY Grand Rapids, Mich.

PAVESI, CARL White Plains, N. Y.

PEARLMAN, IRVING Cleveland, Ohio

PEARLMAN, LOUIS Cleveland, Ohio

PEARLMAN, NATE Cleveland, Ohio

PEDDICORD, CHARLES Buena Park, Calif.

PELL, FRANK M. Orlando, Fla.

PELLETTER, RALPH S. Silver Creek, N. Y.

PEPPLE, HAROLD C. Payette, Idaho

PEPPLE, RON W. Seattle 1, Wash.

PERKINS, HERBERT J. Chicago 18, Ill.

PERLMAN, MAC Hartford, Conn.

PETERFESA, VICTOR New York, N. Y.

PETERSON, E. E. San Diego 4, Calif.

PETROCINE, EDMUND Miami, Fla.

PETTICREW, S. S. Springfield, Ohio

PFISTER, EMIL J. Sheboygan, Wisc.

PHELPS, EUGENE S. Midvale, Utah

PHILIPS, LOUIS New Orleans, La.

PHILLIPS, MACK F. Garber, Okla.

PICKETT, G. H. Toronto, Ont., Can.

PIEARSON, "IKE" Mobridge, S. Dak.

PIER, JOSEPH Biloxi, Miss.

PIERCE, C. S. Brodhead, Wisc.

PIERCE, MRS. MARIE Brodhead, Wisc.

PIERCE, SAM A. Austin, Tex.

PIETERS, J. R. "PETE" Kalamazoo, Mich.

PINTO, MORRIS Houston, Texas

PIZANTE, ASHER R. Vallejo, Calif.

POLLAK, SEYMOUR No. Tarrytown, N. Y.

PONSER, GEORGE Newark, N. J.

POOLE, HARRY Boston, Mass.

PORTA, CHARLES L. Pittsburgh, Pa.

PORTER, JESSIE ODIS Jackson, Tenn.

POTTER, CLARENCE E. O'Neill, Nebr.

POWER, WILLIAM Sioux Falls, S. D.

PRESTON, B. W. Wilmington, N. C.

PRICE, DUEL R. Italy, Tex.

PRIOR, HOMER F. Cedar Falls, Ia.

PROCK, GEORGE Dallas, Tex.

PROTIN, EMILE L. Detroit, Mich.

PUTMAN, WALTER Knoxville, Tenn.

Q

QUEEN, JAMES Effingham, Ill.

R

RABKIN, WILLIAM L. I. C., N. Y.

RADE, ALFRED New Brunswick, N. J.

RADFORD, B. M. Louisville, Ky.

RAIFFE, SEYMOUR C. St. Louis, Mo.

RAMSDELL, RUSS G. Linthicum, Md.

RAVREBY, ED Boston, Mass.

RAVREBY, JACOB S. Allston 34, Mass.

RECHTSCHAFER, ABE Hartford, Conn.

REDD, SI Allston, Mass.

REID, LeBARON A. Moncton, New Brunswick, Canada

REISSNER, CHARLES Kearny, N. J.

RESNICK, IZZY Hartford, Conn.

RESNICK, MAX West Hartford, Conn.

REYNOLDS, GEORGE H. Columbia, S. C.

RICHARDSON, JAMES Clarksville. Tenn.

RICKLIN, SAM Los Angeles, Calif.

RIDGEWAY, RALPH H. Springfield, Mass.

RIECK, LESTER C. Chicago, Ill.

RIEHL, RAY E. Chicago 18, Ill.

RINCKER, CHARLIE Dallas, Tex.

RISHOR, C. M. Peterborough, Ont., Can.

ROBERTS, ART Springfield, Mo.

ROBERTS, H. T. Chicago, Illinois

ROBERTSON, GEORGE Dallas, Texas

ROBILLARD, JIMMY Montreal, Que., Can.

ROBINSON, CHAS. A. Los Angeles, Calif.

ROBINSON, CHET Jacksonville, Fla.

ROBINSON, JAMES Baltimore 2, Md.

ROBINSON, PHIL Los Angeles, Calif.

ROBY, JAMES C. Owensboro, Ky.

ROCKOLA, DAVID C. Chicago, Ill.

RODINS, BERNARD Washington, D. C.

RODSTEIN W. K. Philadelphia, Pa.

RONNIC, LOUIS Louisville, Ky.

ROOD, RON W. Orlando, Fla.

ROSE, CHARLES Fargo, N. D.

ROSE, HAROLD E. Fargo, N. D.

ROSE, R. D. Marietta, O.

ROSEN, DAVID Philadelphia, Pa.

ROSEN, HARRY New York, N. Y.

ROSEN, HYMAN Binghamton, N. Y.

ROSS, JAMES S. (JIMMY) Cleveland, Ohio

ROTH, MAX Wilkes-Barre, Pa.

ROTHSTEIN, I. H. Philadelphia, Pa.

ROWLETTE, CHARLES Leesburg, Ind.

RUGGIERO, JOHNNY San Francisco, Calif.

RUGINIS, JOHN Mt. Carmel, Pa.

RUGINIS, PETER Mt. Carmel, Pa.

RYAN, B. H. Nashville, Tenn.

RYMER, DALE St. Louis, Mo.

S

SAFFRON, MICKEY J. Youngstown, Ohio

SAGER, WILLIAM C. Detroit, Mich.

SALYER, W. H. St. Louis, Mo.

SAMMONS, GEORGE W. Memphis, Tenn.

SAMUELSON, RAY T. Salt Lake City, Utah

SANDERS, MAC Los Angeles 6, Calif.

SANDERSON, R. L. (SONNY) Tuscumbia, Ala.

SANDLER, IRV Des Moines, Ia.

SAUVE, ART Detroit, Mich.

SAVARESE, JAMES J. South Bend, Ind.

SCHAFER, WILLIAM L. Bakersfield, Calif.

SCHATZ, EDDIE Austin, Tex.

SCHEID, LOUIS M. Ville Platte, La.

SCHINKAL, WALTER C. San Diego, Calif.

SCHLESINGER, AL Chicago, Ill.

SCHLESINGER, HARRY Poughkeepsie, N. Y.

SCHLESINGER, SAM Paughkeepsie, N. Y.

SCHNELLER, LENNY Philadelphia, Pa.

SCHNELLER, NATE Philadelphia, Pa.

SCHROEDER, SAM Hartford, Conn.

SCHULTZ, OSCAR Chicago, Ill.

SCHUYLER, CLARENCE Chicago, Ill.

SCHWARTZ, HAROLD Chicago, Ill.

SCHWARTZ, HARRY S. Miami, Fla.

SCHWARTZ, JOE Chicago, Ill.

SCHWARTZ, SOL Los Angeles, Calif.

SCOTT, JAMES Huntsville, Texas

SCOTT, W. L., JR. Georgetown, S. C.

SCRIBNER, RALPH Binghamton, N. Y.

SEARS, C. O. Ashland, Oregon

SEARS, DON E. Ashland, Oregon

SEBASTIAN, LOU San Antonio, Tex.

SEEBURG, MARSHALL Chicago, Ill.

SEIDEL, TEDDY Bronx, N. Y.

SENEFF, CARL E. Washington, Ind.

SENTER, EARL Bakersfield, Calif.

SEROKA, ED Bloomsburg, N. J.

SHANK, LEWIS Kalamazoo, Mich.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

SHANNON, A. H.
Houston, Tex.

SHARKEY, HAROLD L.
Huntington Park, Cal.

SHARP, HOMER R.
Lexington, Ky.

SHAY, GRANT F.
Chicago 3, Ill.

SHAY, VINCE
Oak Park, Ill.

SHEFFLER, BUZZ
Carlsbad, Calif.

SHEFTER, BERT
Los Angeles, Calif.

SHELBY, E. J.
Waco, Texos

SHELDON, E. R. "TOM", Jr.
Payette, Idaho

SHELDON, JOSEPH W.
Garnett, Kansas

SHIRLEY, OLLIE
Gulfport, Miss.

SHUMAN, JERRY
Chicago, Ill.

SIEGEL, HARRY
St. Louis, Mo.

SILBERMAN, AL
Los Angeles, Calif.

SILVER, SOL S.
South Bend, Ind.

SILVERBERG, HARRY
Kansas City, Mo.

SILVERSTEIN, HYMAN
Cleveland, O.

SILVERSTEIN, SOL
Baltimore, Md.

SIMON, ALBERT
New York, N. Y.

SIMON, JACK
Los Angeles, Calif.

SIMSON, E. L. J.
Grand Rapids, Mich.

SINGLE, MYRTEL, MRS.
Shreveport, La.

SIRACUSE, ANTHONY
Dearborn, Mich.

SISKIND, HARRY
Brooklyn, N. Y.

SKOLNICK, LUCKY
Miami, Fla.

SLIFER, O. L. (BOB)
Union, N. J.

SLOAN, JACK
Chicago, Ill.

SLOTE, J. V.
Dallas, Texas

SMALL, BERNICE
Highland Park, Mich.

SMALL, ROY
Detroit, Mich.

SMITH, BEN
New York, N. Y.

SMITH, FRANK
Memphis, Tenn.

SMITH, McKIM F.
Atlantic City, N. J.

SMITH, RALPH
New Orleans, La.

SNEARLY, TED
Marietta, O.

SNODGRASS, HARRY J.
Albuquerque, N. M.

SOLOMON, DAVE
Elmira, N. Y.

SOLOMON, WOOLF
Columbus, O.

SOLWAY, SAM
Ste. Agathea, Des Monts, P. Q., Canada

SOULES, J. A. JIMMIE
Decatur, Ill.

SPARKS, R. M.
Soperton, Ga.

SPIKES, OLIN E.
Auburn, Ala.

SPILLANE, CHARLES A.
New Haven, Conn.

SPINAPOLICE, FELICE
Beacon, N. Y.

SPROTT, JACK
Temple, Texas

SQUIRES, W. F., SR.
New Haven, Conn.

STAMBAUGH, G N., Jr.
W. Palm Beach, Fla.

STAMBAUGH, G.N., SR.
W. Palm Beach, Fla.

STAMBAUGH, M. H.
W. Palm Beach, Fla.

STANINGER, K. L.
Missoula, Mont.

STEED, F. H.
Clarksdale, Miss.

STEINBERG, DAVID M.
Newark, N. J.

STEINBERG, HARRY
Miami Beach, Fla.

STEINBERG, MORRIS
Miami Beach, Fla.

STEINBERG, WILLIAM
Philodelphio, Pa.

STERLING, BEN JR.
Scranton, Pa.

STERN, DAVE
Elizabeth, N. J.

STERN, HARRY
Philadelphia, Pa.

STERN, SAM
Chicago, Ill.

STEWART, SID
Salt Lake City, Utah

STILLMAN CHAS. W.
Augusta, Me.

STOCKHAM, E. H.
Bloomingdale, Mich.

STONE, J. V.
Dallas, Texas

STYERS, T. R.
Winston-Salem, N. C.

SULLIVAN, W. F.
Memphis Tenn.

SWAB, THOMAS B.
Lone Pine, Calif.

SWAN, FRED
Forrest City, Ark.

SWARTZ, BEN
Brookline, Mass.

SWARTZ, FRANK
Nashville, Tenn.

SWARTZ, GEORGE
Brookline, Mass.

SWARTZ, HARRY
Brookline, Mass.

SWARTZ, JACK
Brookline, Mass.

SWARTZ, PHIL
Brookline, Mass.

SYDAH, GEORGE
Akron, Ohio

T

TAKSEN, LEON
Harrisburg, Pa.

TARAN, SAM
Miami, Fla.

TARTAGLIA, PAUL
Portchester, N. Y.

TARTAGLIA, JOHN S.
Port Chester, N. Y.

TARTAGLIA, LOUIS
Port Chester, N. Y.

TARTAGLIA, MIKE J.
Port Chester, N. Y.

TAYLOR, CLYDE
Brunswick, Ga.

TAYLOR, GILBERT
Evansville, Ind.

TAYLOR, HERSCHEL
Belleville, Ill.

TAYLOR, PAUL L.
Tulsa, Okla.

TAYLOR, WYMAN F.
Paducah, Ky.

TETTING, WALTER C.
Oconomowoc, Wis.

THAYER, GEORGE R.
Binghomton, N. Y.

THOMPSON, CECIL A.
Wilmington, Calif.

THOMPSON, WILLIAM A.
Long Beach 4, Calif.

THURKETTLE, P. A.
Toledo, O.

TIGERMAN, AL R.
Chicago, Ill.

TILLITSON, M. F.
Long Beach, Calif.

TOBLER, LEON
Woodward, Okla.

TOCE, FRANK
Lake Charles, La.

TOLISANO, JAMES
Hartford, Conn.

TOLLE, C. Ed.
Canton, Ohio

TORR, ROY
Lansdowne, Pa.

TRAHUE, BRENT
Kansas City, Mo.

TRATSCH, WALTER
Chicago, Ill.

TRUCANO, TONY
Deadwood, S. D.

TRUPPMAN, OZZIE
Miami, Fla.

TURCOTTE, JOHN B.
Williamsett, Mass.

TUREK, FRED
Pontiac, Mich.

U

UTZZ, W. A. (BILL)
Covington, Tenn.

V

VALENTI, JOSEPH
Chagrin Falls, Ohio

VARTEN, ASPET L.
New York, N. Y.

VAN DUSEN, WES
Edmonton, Alta., Can.

W

WAGNER, H. F.
S. Milwaukee, Wisc.

WAGSTER, AUTUS D.
Lake Charles, La.

WALDMAN, FRANK
St. Louis, Mo.

WALDOR, SAM
Newark, N. J.

WALKER, JAMES EARL
Herrin, Ill.

WALKER, LEE
Los Angeles 47, Calif.

WALLACE, "RED" J. A.
Oak Hill, W. Va.

WARREN, PHILLIP J.
Norfolk, Va.

WARWICK, LOYD R.
Chattanooga, Tenn.

WAYBRIGHT, RALPH
Charleston, W. Va.

WEATHERWAX, E. H.
Schenectady 5, N. Y.

WEAVER, HERB
Baltimore, Md.

WEAVER, HERBERT H.
Forest Hills, L.I., N.Y.

WEBSTER, WILLIAM A.
Marianna, Fla.

WEDEKIND, W. H.
W. Palm Beach, Fla.

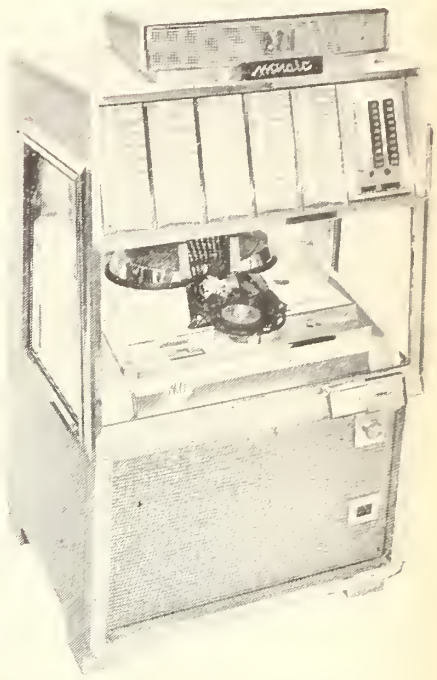
WEDEWEN, HERB
Cleveland, Ohio

WEDEWEN, H. E.
Cleveland, O.

WEILER, IRVIN
Kansas City, Mo.

YOU SEE IT *QUICKER!*
YOU PLAY IT *FASTER!*

AMI "G" 200



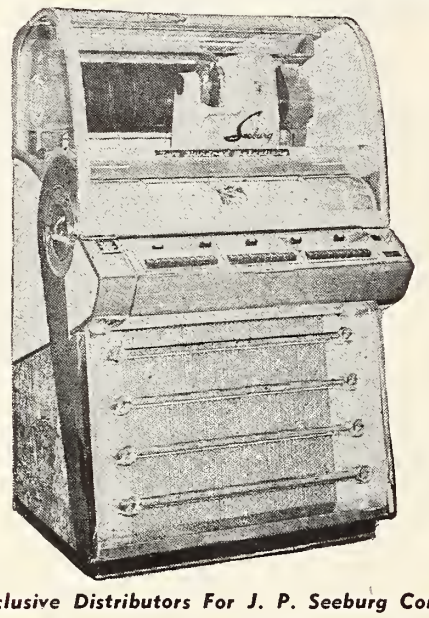
Exclusive Factory Distributors
AUTOMATIC PHONOGRAPH DISTRIBUTING CO.
806 N. MILWAUKEE AVE., CHICAGO, ILLINOIS
(ALL PHONES: CHESAPEAKE 3-4900)

Just Wait UNTIL YOU SEE THE Rock-Ola 200

PUGET SOUND NOVELTY CO.
114 ELLIOTT AVE., WEST
SEATTLE 99, WASHINGTON

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

MUSIC DISTRIBUTORS, INC.

213 FRANKLIN ST.
FAYETTEVILLE, N. C.
(Phone: 2-3992)

801 SO. CEDAR ST.
CHARLOTTE, N. C.
(Phone: FR 6-7678)

Just Wait UNTIL YOU SEE THE Rock-Ola 200

AUTOMATIC MUSIC CO.

1214 WEST ARCHER ST., TULSA, OKLA.
(Phones: DIamond 3-4366 or LUther 4-7885)

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 30, 1956)

WEINBERGER, JOE
Cincinnati, O.

WEINBERGER, LEO
Louisville, Ky.

WEINBERGER, SAM
Indianapolis, Ind.

WEINISCHKE, ARTHUR J.
Warson Woods 22, Mo.

WEINWAND, J. A.
Chicago, Ill.

WEISMAN, SAMUEL A.
Baltimore, Md.

WELSH, S. P.
Okmulgee, Okla.

WELSH, T. M.
New Orleans, La.

WESTERHAUS, JOE
Cheviot, O.

WESTERLUND, ROY
Red Oak, Iowa

WHERRIT, RAY
San Luis Obispo, Cal.

WHITBECK, MANNING
Schenectady, N. Y.

WHITBECK, OGDEN
Scotia, N. Y.

WHITCOMB, W. L.
Jacksonville, Fla.

WHITE, LUTHER S.
York, Pa.

WHITFIELD, H. J.
Hopkinsville, Ky.

WICKWARE, JOHN H.
Pittsburg, Kans.

WILBORN, W. O.
Mineral Wells, Texas

WILKES, EDWARD S.
Los Angeles, Calif.

WILKERSON, KEN
San Antonio, Texas

WILKINS, GILBERT M.
Galena, Kansas

WILLENS, LEO
New York, N. Y.

WILLIAMS, CHARLES H.
Jackson, Tenn.

WILLIAMS, HARRY
Chicago, Ill.

WILLIAMS, JOHN E. (JOHNNY)
Houston, Texas

WILLIAMS (Buster) R.E.
Memphis, Tenn.

WILLIAMS, W. L.
Knoxville, Tenn.

WILLE, HENRY
Kansas City, Kans.

WILLIS, KEN C.
Miami, Fla.

WINKELMANN, J. D.
St. Louis 16, Mo.

WISLER, EDWARD
Los Angeles, Calif.

WISSNER, O. F.
Mt. Clemens, Mich.

WITALIS, A. W.
Cleveland, Ohio

WOHLMAN, MURRAY
New York, N. Y.

WOHLMAN, SOL
New York, N. Y.

WOLBARST, SIDNEY A.
Newton, Mass.

WOLBERG, SAMUEL
Chicago, Ill.

WOLCHER, LOU
San Francisco, Calif.

WOLFE, SIMON
Jacksonville, Fla.

WOOD, (ART) WM.
St. Louis, Mo.

WOOD, O. C.
Andalusia, Ala.

WOODS, W. M. (BILL)
Boise, Idaho

WORKMAN, G. S.
Chester, Pa.

WRENN, GEORGE
Dallas, Tex.

WRIGHT, BUDGE
Portland, Ore.

WURGLER, ED R.
Buffalo, N. Y.

Y

YANKS, WILLIAM R.
Philadelphia, Pa.

YEAGER, JACK W.
Houston, Tex.

YEARY, FRANK
Coeburn, Va.

YEO, P. M.
Grand Rapids, Mich.

YOUNG, JOE
New York, N. Y.

YOUNG, JOHN W.
Falls City, Nebraska

YOUNG, MIKE A.
Soldiers Grove, Wisc.

Z

ZAMORE, MORTON M.
Brooklyn, N. Y.

ZEICHNER, HENRY
New York, N. Y.

ZEICHNER, MOE
New York, N. Y.

ZELLES, SAM
Shaker Hgts., Ohio

ZEMKE, FREDERICK
Ann Arbor, Mich.

ZORNISKY, HYMIE
Omaha, Neb.

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, Ill.

Dear Bill:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year ..... Month .....

Date of Birth .....

NAME .....

FIRM .....

ADDRESS .....

CITY ..... ZONE .... STATE .....

The Cash Box
QUARTERLY EXPORT EDITION
(April, May, June — 1956)

With the booming, prosperous first quarter of the year out of the way, the industry plunged enthusiastically into the second quarter.

The boom continued at a fascinating pace. There were more export shipments being reported than in the first quarter. More and more used equipment of all kinds, as well as more new machines, were being shipped world wide.

The very busy month of April was almost over before anyone noted suspicions of domestic recession. The huge industries of the nation were beginning to, at long last, feel the effect of the great selling they had done all during 1955, as well as during the first quarter of 1956.

This was reflected in layoffs at some of the larger automobile factories, affecting smaller businesses in some areas of the nation. The rest of the U. S. continued along at a very fast pace, disregarding these first faint warnings.

By the end of April there was a definite indication that buying had slowed in many quarters and that, due to a very cold spring season, dealers' shelves were overstocked with merchandise. This caused shipments of all sorts of merchandise to back up accordingly. The resultant effect was noted in the stock market as stock prices began to falter.

In the U. S. coin machines industry the effect was almost parallel to that of all U. S. industry generally. This is the first time in the history of the U. S. coin machines industry when a recessive period has matched that of general business of the nation.

Usually when a recession occurs in general industry, the U. S. coin machine operators benefit from the fact that people temporarily out of work have more time to enjoy coin operated entertainment of every sort. This time, instead, collections became spotty. Operators of amusement machines and phonographs began to wonder. Yet business continued on ahead at a brisk pace with all disregarding these first warnings.

As May got under way there was a definite slowdown in sales noted thruout the entire industry. Manufacturers closed down their night shifts, returned to a five day work week. Some of the amusement machines factories were now working three and four days per week in an effort to match production to orders.

The general recessiveness was confined to the amusements industry. It seemed that the pool games had run their course. With eight major manufacturers producing the pool games at one time, and with high-speed scientific production what it is, the market was being rapidly saturated.

By the first week in June pool games sales all but came to a halt. The small volume that was required was mostly from stock already on hand. There were still many markets in the U. S. that could use large numbers of pool games but none had attempted to cure the legal situations in these markets. There had been no attempts made to open these markets to the use of the most acceptable and approved type of coin operated amusement ever conceived—the pool games.

In the meantime the manufacturers of juke boxes continued on ahead at just as merry a clip as they had done during the first quarter of 1956. The slowdown here, on an overall average, was barely discernible. There was very little cutback in juke box production. Not enough to warrant any recessive defense methods.

Shipments of juke boxes continued strong with world markets absorbing as much if not more than what was formerly ordered. The leading automatic music factories believed that they could continue right ahead with their higher production schedules.

Of the four large factories engaged in the production of automatic musical instruments, three have already introduced 200 selection phonographs. These three are, in the order in which they introduced these phonographs: J. P. Seeburg Corp., Chicago, Illinois; AMI, Inc., Grand Rapids, Michigan; The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Only the Rock-Ola Manufacturing Corp., Chicago, Illinois, hadn't as yet introduced its 200 selection, high fidelity phonograph as the second quarter came to its close. (Announcement by Rock-Ola is that 200 selection phono will be in production in early Fall.)

While the manufacturing and wholesaling divisions of the amusements industry were feeling the full effects of a recessive period during the month of June, as far as domestic business was concerned, many of the wholesalers were enjoying a boom in export business.

Demand for used five-ball games, used automatic phonographs, used arcade equipment and used in-line type pinballs, were zooming up skyward every day. Distributors were vieing with each other as to who obtain what first. Demand from the world markets for these used machines continued to grow all thru the month of June.

Many of the wholesalers believed that they would never be able to fill all the orders that they had received. They sent their salesmen out to make trades, to buy, to obtain whatever used machines they possibly could from operators everywhere in the more remote areas.

But demand not only kept pace with whatever merchandise the distributors could obtain but continued to exceed the supply. There were few of the used automatic phonographs desired by the world markets left in the domestic field. There were even fewer of the five-ball games and, especially, very little arcade equipment and in-line games.

As the weather continued to warm, demand continued to grow for more and still more used machines. Distributors who had been cultivating world markets for some years were at their wits' end trying to obtain sufficient numbers of machines to meet the orders which they were receiving. These orders came by letter, cable and even international telephone.

Export business, during June, was maintaining a high sales volume for many of the firms in the U.S. There is now no doubt among leaders in the U.S. coin machines industry of the importance of the world markets. Many are now of the belief that attempts should be made to open those countries to imports of U.S. coin machines which have barred such importation since War II.

The British market is especially desirable. A great effort should be made to help English coin machines firms convince their government to recognize the fact that coin operated equipment can act as a boon to all industry by keeping money in circulation inside the country while stepping up export-import relationships.

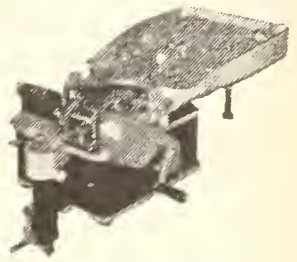
AMI, Inc., Grand Rapids, Michigan, which early in the year had introduced its model "G" phonographs (80 and 120 selections), added another to this series, the "G-200," a 200 selection machine. Phonograph was an immediate success, and the factory is busy trying to supply the demand.

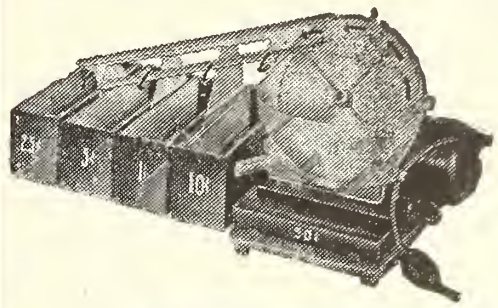
Auto-Bell Mfg. Company, Chicago, Illinois, continued to manufacture its "Circus" amusement machine.

(Continued on next page)

WE CARRY A COMPLETE LINE OF

★ COIN COUNTERS
★ COIN SORTERS
★ COIN COUNTING COMBINATIONS





★
Will Count and Sort Coins of All Nations!
★
Compte et trie les pieces de monnaie de tout pays!
★
!Cuenta y clasifica monedas de todas las naciones!
★
Diese maschine zählt und sortiert die münzen aller länder!
★

★ COIN CHANGERS
★ COIN WRAPPERS
★ PARTS AND SUPPLIES

Wire! Write! Phone!

CHARLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. AR. 6-0780

I am proud and happy to be associated with the greatest business in the world—The Coin Machine Industry . . . and I sincerely compliment *The Cash Box* on its 14th Anniversary and hope it continues for many, many years its unending efforts in behalf of the operator.

"Senator" AL BODKIN
Forest Hills Automatic Music
Forest Hills, N. Y.

Best Wishes and Congratulations
to
BILL and JOE
On The 14th Anniversary
of
THE CASH BOX
From Your Very Good Friend
SI MANES

Just Wait UNTIL YOU SEE THE Rock-Ola 200

ASSOCIATED AMUSEMENTS, INC.
8 RUGG ROAD
ALLSTON (BOSTON), MASS.

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system

Exclusive Distributors for J. P. Seeburg Corp.

ATLANTIC NEW YORK CORP.
CONNECTICUT • NEW YORK • NEW JERSEY

Congratulations
to
The Cash Box

YOU HAVE BEEN INVALUABLE TO ALL OF US HERE IN CUBA. WE WISH YOU MANY, MANY MORE HAPPY, PROSPEROUS ANNIVERSARIES.

LÉON SHAPOCHNIK
CIA. DISTRIBUIDORA INTERNACIONAL DE MUSICA, S. A.
Distribudores Exclusivos Para Cuba De Los Fonografos Automaticos Commerciales
Calzada De Ayestaran No. 401
Telefonos U-1020; U-1491
Cable: DIMSA — HABANA, CUBA
WURLITZER

The Cash Box
QUARTERLY EXPORT EDITION
(April, May, June — 1956)

(*Continued from preceding page*)

Auto-Photo Company, Los Angeles, California, introduced its "Model 11" automatic photo studio, an improvement over its last model, which immediately was sought by operators of these type machines.

Bally Manufacturing Company, Chicago, Illinois, continued to be one of the most prolific manufacturers of amusement machines in the world. During these three months, this factory introduced two new in-line games, "Night Club" and "Parade"; brought out "ABC Deluxe Shuffle Alley"; and "Deluxe Congress Bowler"; several pool games, "Booster Pool," "Pin Pool" and "Magic Pool." The firm continues to ship its kiddie rides "Champion Horse," "Model 'T' Car" and the "Bull's Eye."

Cnicago Coin Machine Company, Chicago, Illinois, remains one of the leading manufacturers in the industry, turning out during this period a variety of pool tables and some novelty amusement machines. The pool games are "Clover Pool," "Champion Pool," "Advance Pool," "Rotation Pool" and "Jumbo Pool." The novelty games are "Twin Hockey" and "Steam Shovel."

Exhibit Supply Company, Chicago, Illinois, has been featuring pool tables, producing "Skill Pool," "Super Star Pool," "Spanish Pool," and "Slate Pool."

J. F. Frantz Mfg. Company, Chicago, Illinois, bought out the games department of A.B.T. Manufacturing Company, and a few other manufacturing companies. It is now producing the "A.B.T. Guesser Scale," "A.B.T. Rifle Sport Gallery," "A.B.T. Challenger," "Kicker & Catcher" and the "Pace Aristo Scale."

Games, Inc., Chicago, Illinois, is shipping two amusement machines, "Gun Smoke" and "Big Horn."

Genco Mfg. & Sales Company, Chicago, Illinois, produced two pool tables and a baseball novelty machine during the three months. The pool tables are "Baseball Pool" and "Marklite Pool." The baseball game is "Hi-Fly."

D. Gottlieb & Company, Chicago, Illinois, continues producing successful pinball games. During this period it introduced "Score-Board" a four-player pinball game, "Derby Day," and "Toreador" a two-player pinball game.

International Mutoscope Corporation, Long Island City, New York, still in production of its world known "Photomat," as well as its standard arcade machines. During this past three month period, the firm introduced "Rock 'n Roll" a novelty game, and "Lord's Prayer Medal Vendor."

J. H. Keeney & Company, Chicago, Illinois, still producing its successful cigarette vendor, but has added to its vending line a "Hot Soup" vendor, a "Coffee" vendor and a "Snack" cookie vendor. In the games field, this firm is manufacturing "Flicker Pool" and "Advance Pool."

The Bert Lane Company, North Miami, Florida, well known as manufacturers of kiddie rides, entered the games manufacturing field during the past several months. It has added to its kiddie ride line with "Steam Fire Engine," "Goldie" (horse) and the "Old Stutz Bearcat" automobile. In the pool table field, it is producing "Triple Zero" and "Tic-Tac-Toe"; in the amusement field, "Dead Zero" (a dart throwing game).

Rock-Ola Manufacturing Corporation, Chicago, Illinois, recently introduced two new phonographs, the model "1450" a 120 selection phono, and the model "1452" a 50 selection machine. The trade has been advised this firm will market a 200 selection phonograph in the Fall.

J. P. Seeburg Corporation, Chicago, Illinois, continues to produce its model "V-200" phonograph, working at capacity to ship sufficient quantities to fill orders. This firm was the first to bring out a 200 selection machine.

United Manufacturing Company, Chicago, Illinois, one of the largest and busiest manufacturers of amusement machines, produced a variety of machines during the last three months. In the pool game field, it shipped "Hi-Score Pool," "2-Way Pool," "Roto-Pool," and a combination pool-shuffle game "Pool Alley." In the in-line division, it produced "Stardust" and "South Seas." In the shuffle alley field, it shipped "Regulation Shuffle Alley" and "Select Play Shuffle Alley." In the novelty division, it produced "Star Slugger" a baseball game.

Watling Manufacturing Company, Chicago, Illinois, world famous for its scales, continues with its "Penny Fortune Scale."

Williams Manufacturing Company, Chicago, Illinois, has given the trade a variety of amusement machines. In the pool table field, it produced "Klick Pool," "Bank Pool" and "Imperial Pool." During this three month period, it manufactured "Piccadilly" a two-player pinball game, and "Crane" a novelty machine.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., followed up on its model "1900" phonograph (104 selections), with the introduction of a 200 selection machine, called model "2000." These machines were immediate hits with the trade, and the firm is now pushing its production to capacity to fill orders.

Congratulations
"Cash Box"
on Your 14th Anniversary
•
Mary H. Gillette
GILLETTE DISTRIBUTING CO.
2436 N. CICERO AVE., CHICAGO 39, ILL.

The Cash Box
EDICIÓN TRIMESTRAL DE EXPORTACIÓN
(Abril, Mayo, Junio — 1956)

Después de haber transcurrido el primer trimestre del año, muy próspero y de gran auge, la industria entra de lleno, con gran entusiasmo, en el segundo trimestre.

El auge comercial continuó a un paso fascinante. Según todas las noticias, se efectuaban más embarques para la exportación que en el primer trimestre. Se despachaban más y más equipos de todas clases, así como máquinas nuevas, a todas partes del mundo.

Ya para concluir el muy próspero mes de abril fué que empezó a notarse un leve malestar económico. No hay duda de que las más importantes industrias de la nación empezaban a sentir finalmente los efectos producidos por la enorme cantidad de ventas realizadas durante todo el año de 1955 y el primer trimestre de 1956.

Esto tuvo por resultado la suspensión de trabajo en algunas de las principales fábricas de automóviles lo cual, a su vez, afectó desfavorablemente a los negocios menos importantes en algunas regiones del país. El resto de las industrias continuó la marcha a un ritmo acelerado, a pesar de esas primeras advertencias.

A fines de abril pudo observarse claramente que en muchos sectores se habían reducido las compras y que, a causa del mucho frío en la primavera, el comercio se hallaba abarrotado de mercancía. Esto ocasionó, naturalmente, una disminución en los despachos de toda clase de productos. El efecto de esta situación se hizo sentir en el mercado de valores en forma de una fluctuación de precios.

En la industria de máquinas accionadas por monedas, el efecto fué más o menos igual que en las demás industrias de los Estados Unidos. Esta es la primera vez en la historia de las máquinas automáticas en que un período de recesión económica las ha afectado lo mismo que a los negocios en general de la nación.

Por lo general, cuando ocurre una recesión económica en las demás industrias, los empresarios de máquinas accionadas por monedas se benefician porque las personas desempleadas temporalmente disponen de más tiempo para distraerse con máquinas automáticas de todas clases. Esta vez, por el contrario, los ingresos o recaudaciones fueron espasmódicos. Los dueños de máquinas de diversión y de fonógrafos empezaron a extrañarse de ello. A pesar de todo, los comerciantes siguieron adelante sin tener en cuenta estas primeras admoniciones.

A principios del mes de mayo empezó a notarse cierta pesadez en las ventas de todas las industrias. Los fabricantes suspendieron las tandas nocturnas y adoptaron nuevamente la semana de cinco días. Algunos de los fabricantes de máquinas de diversión trabajaban entonces tres y cuatro días a la semana con objeto de que la producción se mantuviera a la par de los pedidos.

El malestar general se limitó a la industria de diversiones. Según parecía, los juegos de trucos habían seguido su curso. Con ocho fábricas importantes produciendo estos juegos y con los métodos modernos de producción rápida y científica, el mercado llegaba rápidamente al punto de saturación.

Para la primera semana de junio, las ventas de juegos de trucos cesaron casi por completo. El pequeño volumen requerido provenía en su mayor parte de las existencias de que ya se disponía. Aunque aun había muchos mercados en los EE.UU. que podían utilizar grandes cantidades de juegos de trucos, ninguno de ellos había hecho nada para remediar las situaciones legales que existían. No se había hecho ningún esfuerzo para aumentar la demanda del tipo de máquinas accionadas por monedas más aceptable y aprobado que jamás se haya concebido—el juego de trucos.

Entretanto, los fabricantes de fonógrafos automáticos siguieron hacia adelante a un paso tan acelerado como durante el primer trimestre de 1956. La reducción de ventas, tomadas en conjunto, fué apenas perceptible. Hubo una leve disminución en la producción de estas máquinas, pero no lo suficiente para justificar la adopción de medidas defensivas.

Los despachos de fonógrafos automáticos continuaron firmes especialmente en los mercados mundiales que absorbieron cantidades iguales, si no mayores, de las anteriormente ordenadas. Las principales fábricas de aparatos musicales automáticos estaban convencidas de que podían seguir adelante con sus planes de producción más intensa.

De las cuatro fábricas importantes dedicadas a la producción de instrumentos musicales automáticos, tres han introducido ya fonógrafos de selección 200. Tres de ellas, en el orden de introducción de estos fonógrafos fueron: J. P. Seeburg Corp., Chicago, Illinois; AMI, Inc., Grand Rapids, Michigan; The Rudolph Wurlitzer Company, North Tonawanda, N. Y. La Rock-Ola Manufacturing Corp., Chicago, Illinois, no había presentado aún su selección 200 de fonógrafo de alta fidelidad a fines del segundo semestre. (La Rock-Ola ha dado a conocer que su fonógrafo de selección 200 empezará a producirse a principios del otoño.)

Aunque las secciones de manufactura y ventas al por mayor de la industria de diversiones sintieron los efectos plenos del malestar económico durante el mes de junio, en lo que respecta a los negocios domésticos, muchos de los mayoristas tuvieron un gran auge en los negocios de exportación.

La demanda de juegos de cinco bolitas, fonógrafos automáticos, equipos para centros de diversión y otros juegos por el estilo, todos usados o de segunda mano, fué cada vez mayor. Los distribuidores luchaban entre sí en competencia para obtener lo mejor en primer lugar. La demanda en los mercados mundiales de estas máquinas usadas continuó en aumento durante todo el mes de junio.

Muchas de las casas mayoristas creían que jamás les sería posible hacer frente a todos los pedidos pendientes. Por esta razón, destacaron a sus vendedores para hacer pactos, comprar y obtener el mayor número posible de máquinas usadas entre los empresarios de todas partes, aun en las regiones más remotas.

Empero, la demanda no sólo se mantuvo a la par de la mercancía que los distribuidores podían conseguir, sino que también continuó siendo mayor que el abastecimiento. En el mercado doméstico quedaban muy pocos de los fonógrafos automáticos usados, requeridos en los mercados mundiales. Quedaban aún menos de los juegos de cinco bolitas y en particular muy pocos equipos y juegos "in-line" para centros de diversión o esparcimiento.

A medida de que el tiempo siguió siendo caluroso, hubo una demanda cada vez mayor de máquinas usadas o de segunda mano. Los distribuidores que hacían lo indecible por cultivar los mercados de exportación en el curso de muchos años, hicieron lo posible por obtener un número de máquinas suficientes para atender a los pedidos que recibían. Dichos pedidos fueron enviados por carta, por cable y hasta por teléfono internacional.

Durante el mes de junio el negocio de exportación se mantuvo a un alto volumen de ventas en cuanto a mu-

Exclusive Factory Distributors

Lieberman
MUSIC COMPANY
257 PLYMOUTH AVE., NO.
MINNEAPOLIS 11, MINN.
(Tel.: FEderal 9-0031)

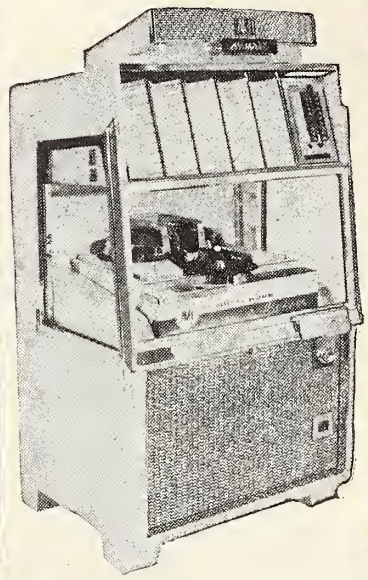
AMI, Incorporated
Automatic Products Co.
Bally Manufacturing Co.
Chicago Coin Machine Co.
Exhibit Supply Co.
D. Gottlieb & Co.
Watling Manufacturing Co.
Williams Manufacturing Co.
• • •
Coral Records
London Records
Dot Records
Essex Records
Cadence Records
Abbott Records

Congratulations
"Cash Box"
On Your 14th Anniversary
•
Buster Williams
Music Sales Company
1117 UNION, MEMPHIS, TENN.

Congratulations
Cash Box
on your 14th Anniversary
from
The Manufacturers of the famous Pellet Deal
HARRY BROWN
CLUB SPECIALTY, INC.
1855 NO. HALSTEAD ST. CHICAGO 14, ILLINOIS
(All Phones: DElaware 7-0072)

You See It Quicker!
You Play It Faster!

AMI
G-200



Exclusive Distributors For AMI

ATLAS DISTRIBUTORS

1024 COMMONWEALTH AVE.

BOSTON 15, MASSACHUSETTS

SEEBURG
Leadership

THE SEEBURG V-200 . . .
the world's first dual music system

Exclusive Distributors for J. P. Seeburg Corp.

DICKSON DISTRIBUTING CO.

631 W. CALIFORNIA AVE. OKLAHOMA CITY, OKLA.

Congratulations
to
The Cash Box
On Its
Fourteenth Anniversary

The Cash Box is the one publication which has proved invaluable to every operator. It is the one publication on which we most completely rely to bring us the kind of constructive suggestions and information which we know will benefit us in every regard.

Phil Weisman

UNIVERSAL AUTOMATIC MUSIC CO.

2501 SOUTH STATE ST., CHICAGO, ILL.

The Cash Box
EDICIÓN TRIMESTRAL
DE EXPORTACIÓN
(Abril, Mayo, Junio — 1956)

chas firmas de los EE.UU. Actualmente no queda la menor duda entre las principales fábricas de máquinas accionadas por monedas en los EE.UU. de que los mercados mundiales son de gran importancia. Muchas de dichas fábricas sostienen ahora el criterio de que deberá hacerse todo lo posible por hacer que puedan importarse en esos países las máquinas accionadas por monedas que fueron prohibidas en los mismos después de la Segunda Guerra.

El mercado británico es especialmente deseable. Debiera hacerse un gran esfuerzo por hacer que las firmas inglesas dedicadas al negocio de máquinas accionadas por monedas convenzan a su gobierno de que estas máquinas podrían producir un auge en todas las industrias, manteniendo el dinero en circulación detro del país y al mismo tiempo mejorando las relaciones entre los importadores y los exportadores.

AMI, Inc., Grand Rapids, Michigan, que a principios del año había introducido sus fonógrafos modelo "G" (en selecciones 80 y 120), agregó otro modelo a esta serie, el "G-200", una máquina de selección 200. El fonógrafo fué un éxito completo y la fábrica se halla muy atareada tratando de hacer frente a la demanda.

Auto-Bell Mfg. Company, Chicago, Illinois, continuó fabricando su máquina de diversión, el "Circo".

Auto-Photo Company, Los Angeles, California, introdujo su estudio fotográfico automático "Modelo 11", mucho mejor que el modelo anterior, y que ha tenido gran demanda entre los empresarios de esta clase de máquinas.

Bally Manufacturing Company, Chicago, Illinois, continuó siendo uno de los más prolíficos fabricantes de máquinas de diversión del mundo. Durante estos tres meses dicha fábrica introdujo dos nuevos juegos "in-line", "Night Club" y "Parade"; presentó el 'ABC Deluxe Shuffle Alley"; así como el "Deluxe Congress Bowler"; varios juegos de trucos, "Booster Pool," "Pin Pool" y "Magic Pool." La empresa continúa despachando sus juegos de montar para niños, "Champion Horse", "Model 'T' Car" y el Bull's Eye."

Chicago Coin Machine Company, Chicago, Illinois, sigue siendo una de las más importantes fábricas de la industria, habiendo producido durante este período una variedad de juegos de trucos y algunas máquinas de diversión novedosas. Los juegos de trucos son: "Clover Pool," "Campion Pool," "Advance Pool," "Rotation Pool" y "Jumbo Pool." Los juegos de novedad son "Twin Hockey" y "Steam Shovel" (Pala de Vapor).

Exhibit Supply Company, Chicago, Illinois, ha dado le preferencia a los juegos de trucos, produciendo "Skill Pool", "Super Star Pool," "Spanish Pool" y "Slate Pool."

J. F. Frantz Mfg. Company, Chicago, Illinois, adquirió el departamento de juegos de la A.B.T. Manufacturing Company y varias otras fábricas. Producen ahora "A.B.T. Guesser Scale," "A.B.T. Rifle Sport Gallery," "A.B.T. Challenger," "Kicker & Catcher" y la "Pace Aristo Scale."

Games, Inc., Chicago, Illinois, está despachando dos máquinas de diversión, "Gun Smoke" y "Big Horn."

Genco Mfg. & Sales Company, Chicago, Illinois, produjo dos juegos de truros y una nueva máquina de jugar beisbol en el curso del trimestre. Los juegos de trucos son: "Baseball Pool," y "Marklite Pool." El juego de beisbol se denomina "Hi-Fly."

D. Gottlieg & Company, Chicago, Illinois, continúa produciendo juegos de "pinball" (bolitas) con gran éxito. Durante este per.odo introdujo "Score-Board," un juego de "pinball" para cuatro personas, "Derby Day" y "Toreador", para dos personas.

International Mutoscope Corporation, Long Island City, New York, continúa fabricando su mundialmente renombrado "Photomat," lo mismo que sus máquinas corrientes para centros de diversió. Durante los últimos tres meses, dicha empresa introdujo "Rock'n Roll," un juego de novedad, y el "Lord's Prayer Medal Vendor" (Vendedor de Medallas del Padre Nuestro).

J. H. Keeney & Company, Chicago, Illinois, ha seguido fabricando con éxito su máquina de vender cigarrillos, pero ha añadido a la serie una máquina de vender sopas calientes (Hot Soup) y otra para vender café (Coffee), así como una tercera vender bizcochos o bollos (Snack). En cuanto a juegos se refiere, esta empresa fabrica ahora el "Flicker Pool" y el "Advance Pool."

The Bert Lane Company, North Miami, Florida, una renombrada fábrica de juegos de montar para niños, introdujo otros nuevos pasatiempos durante los últimos meses. Agregó a su serie de juegos para niños, la "Bomba de Incendios al Vapor," "Goldie" (caballo) y el automóvil "Old Stutz Bearcat." Con respecto a los juegos de trucos, está produciendo "Triple Zero" y "Tic-Tac-Toe"; en el ramo de aparatos de diversión ha producido "Dead Zero" (un juego de dardos).

Rock-Ola Manufacturing Corporation, Chicago, Illinois, introdujo recientemente dos nuevos fonógrafos, el modelo "1450", de selección 120, y el modelo "1452", de selección 50. Esta empresa ha dado a conocer al comercio que en el próximo otoñn ofrecerá un fonógrafo de selección 200.

J. P. Seeburg Corporation, Chicago, Illinois, continúa fabricando su fonógrafo modelo "V-200", trabajando día y noche con objeto de hacer frente a la demanda. Esta empresa fué la primera en presentar una máquina de selección 200.

United Manufacturing Company, Chicago, Illinois, una de las más importantes y progresistas fábricas de máquinas de diversión, produjo una gran variedad de equipos durante los últimos tres meses. En lo que se refiere a juegos de trucos, despachó el "Hi-Score Pool, el "2-Way Pool," el "Roto-Pool" y una combinación de juegos de trucos y de tejos denominada "Pool Alley." En la división "in-line", produjo "Stardust" y "South Seas." En cuanto al "shuffle alley" (juego de tejos), despachó el "Regulation Shuffle Alley" y el "Select Play Shuffle Alley." En el ramo de novedades, produjo el "Star Slugger," un jeego de beisbol.

Wattling Manufacturing Company, Chicago, Illinois, renombrada en todo el mundo por sus balanzas, continuó produciendo su "Penny Fortune Scale" (Balanza de la Fortuna por Un Centavo).

Williams Manufacturing Company, Chicago, Illinois, ha ofrecido al comercio una gran variedad de máquinas de diversión. En el ramo de juegos de trucos, produjo el "Klick Pool," el "Bank Pool," y el "Imperial Pool." Durante este trimestre, fabricó "Piccadilly," un juego de "pinball" para dos personas, y "Crane," una máquina de novedad.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., siguió produciendo, después de su fonógrafo "1900" (selecciones 104), una máquina de selección 200 denominada modelo "2000." Estas máquinas tuvieron inmediamente una magnífica acogida por parte del comercio y la empresa se halla actualmente muy atareada aumentando su producción con objeto de atender a los innúmeros pedidos.

"The Cash Box"
EDITION TRIMESTRIELLE
EXPORTATION
(Avril, Mai, Juin — 1956)

Le premier trimestre de l'année s'étant écoulé dans la prospérité, l'industrie s'avança avec enthousiasme dans le second trimestre.

Les affaires continuèrent leur course fantastique. Il y eut plus d'expéditions pour l'exportation que durant le premier trimestre. De plus en plus des machines de seconde main de toutes sortes, ainsi que de nouvelles machines, furent expédiées dans le monde entier.

Le mois d'Avril très affairé touchait presqu'à sa fin avant quene se fit sentir des premiers soupçons de repli du marché domestique. L'énorme industrie nationale commençait à lafin à se ressentir des grandes ventes ayant eu lieu en 1955, ainsi que durant 1956.

Ceci se reflàta dans les débauchages de main-d'oeuvre de quelques grandes usines d'automobiles, affectant également des affaires de moindre importance dans certaines parties de la nation. Le reste du pays continua son avance, négligeant ces premiers faibles avertissements.

A la fin d'avril, il y avait une indication définitive que les achats avaient ralenti dans certaines industries et qu'en raison d'une saison de printemps très froide, des marchandises restaient stockées chez les commerçants. La conséquence en fut l'arrêt d'expéditions de marchandises de toutes sortes, affectant même la Bourse dont lesprix de certaines actions commencèrent à chanceler.

Dans l'industrie américaine de machine distributrice, l'effet fut presque paralleleà celui de l'industrie nationale, en général. C'est la première fois dans l'histoire de l'industrie de la machine distributrice d'Amérique qu'une période de recession coincide avec le mouvement général d'affaires.

D'habitude, quand un repli survient dans l'industrie générale, les opérators de machines distributrices bénéficient du fait que des personnes étant provisoirement sans travail, elles ont plus de temps pour se distraire dans les stands d'amusement de toutes sortes. Cette fois, cependant, les recettes restèrent limitées et irrégulières. Les opérateurs de machines d'amusement commencèrent às'étonner du fait. Pourtant les affaires continuaient en dépit de ces premiers avertissements.

Comme le mois de mai s'écoulait, il y eu définitivement un ralentissement des ventes dans toute l'industrie. Les fabricants supprimèrent les équipes de nuit, retournant à la semaine de cinq jours de travail. Certaines usines de l'industrie des machines d'amusement travaillaient trois à quatre jours par semaine pour faire concorder production et commandes.

Le repli général fut confiné àl'industrie des machines d'amusement. Il sembla que les jeux de billards étaient en fin de course. Avec huit grands fabricants de jeux de billards, et avec la production scientifique à grande vitesse, le marché se trouva rapidement saturé.

A la première semaine de Juin, les ventes de jeux de billards arrivèrent au point-mort. Les stocks étaient suffisants pour satisfaire de petit volume de ventes. Il y avait bien encore quelques marchés aux Etats-Unis qui auraient pu écouler un grand nombres de jeux de billards, mais personne n'essaya de remédier à la situation légale sur ces marchés. Il n'y eu aucune tentative de faite pour ouvrir ces marchés à l'utilisation du type le plus acceptable et approuvé de machine de jeux jamais conçu—le jeu de billards.

Entre-temps, les fabricants de juke boxes continuèrent à travailler aussi bien que durant le premier trimestre de 1956. Le ralentissement dans cette branche, était dans la moyenne à peine discernable. Il y eu de très petits arrêts dans la production de juke boxes. Pas assez pour justifier de méthodes de défense de recession.

Les envois de pukes boxes continuèrent en fortes quantités sur les marchés mondiaux qui les absorbèrent autant sinon plus que ce qui avait déjà été commandé. Les principales usines de machines à musique automatiques pensèrent qu'elles pouvaient continuer sans crainte avec des horaires de production élevés.

Trois des quatre grandes usines engagées dans la production d'instruments musicaux automatiques avaient choix de 200 disques. Ces trois usines déjà introducis les phonographes avec sont, dans l'ordere dans lequel ces phonographes ont été ontroduits:

J. P. Seeburg Corp., Chicago, Illinois; AMI, Inc., Grand Rapids, Michigan; The Rudolph Wuritzer Company, North Tonawanda, N.Y. La seule maison n'ayant pas encore introduit le phonographe haute-fidélité à 200 disques à la fin du second trimestre est Rock-Ola Manufacturing Corp., Chicago, Illinois. (En fait, cette dernière firme a announcé que son phono 200 disques serait mis en production au début Octobre).

Alors que les fabricants et grossistes de l'industrie des amusements ressentaient tous les effets de la période de retrait pendant le mois de Juin sur le marché domestique, beaucoup de grossistes enregistraient une montée d'affaires sur le marché exportation.

La demande pour des jeux de seconde-main "five-ball", des phonographes automatiques second-main, matériel de parchd'attraction, jeux in-line type pinballs également de seconde-main, montait en ligne droite chaque jour. Les distributeurs rivalisaient quant à qui obtiendrait quoi le premier. La demande des marchés mondiaux continua à progresser durant tout le mois de Juin.

Beaucoup des grossistes crurent qu'ils ne seraient jamais capables de remplir toutes les commandes qu'ils avaient reêues. Ils envoyèrent leurs vendeurs pour faire des échanges, acheter et obtenir toutes les machines de seconde main qu'ils pouvaient des opérateurs partout jusque dans les endroits les plus éloignés.

Mais la demande, non seulement également les approvisionnements en machines que les distributeurs pouvaient obtenir, mais encore les surpassait. Peu de phonographes automatiques de seconde-main, que désirait le marché mondial, furent laissés sur le marché domestique. Et encore moins de jeux fiveball seconde-main, et surtout de petites machines et jeux pour parcs d'amusement ainsi que jeux in-line.

Comme le temps continuait è se réchauffer, la demande progressait pour de plus en plus de machines seconde-main. Les distributeurs qui avaient travaillé les marchés mondiaux depuis quelques années ne savaient plus comment s'y prendre pour tenter d'obtenir un nombre suffisant de machines pour couvrir les ordres qu'ils recevaient. Ces commandes arrivaient par lettres, cable et même coups de téléphone internationaux.

Les affaires d'exportation, durant Juin, maintenir un grand volume deventes chez beaucoup de firmes américaines. Il n'y a maintenant plus aucun doute parmi les leaders de l'industrie américaine de lamachine distributrice sur l'importance des marchés mondiaux. Beaucoup sont maintenant d'avis que des essais devraient être faits pour ouvrir aux importations américaines de machine distributrice

Just Wait UNTIL YOU SEE THE Rock-Ola 200

BADGER NOVELTY CO., INC.
2546 NORTH 30th STREET
MILWAUKEE, WISCONSIN

Our Sincerest
Congratulations
to
The Cash Box
on your
Fourteenth Anniversary
★
DISTRIBUTING CORPORATION OF ILLINOIS
1231 W. CHICAGO AVENUE — CHICAGO 22, ILLINOIS
Vic Comforte — *Don Koren*

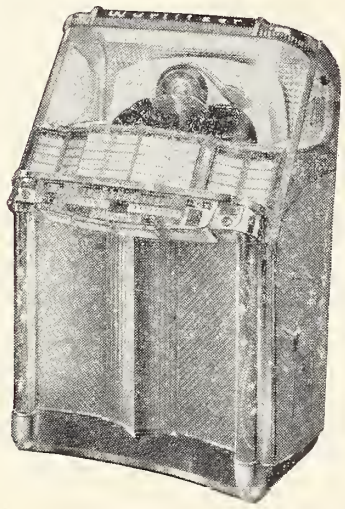


ALL I WANT TO SAY IS . . .
"God Bless 'The Cash Box' and keep it in business for another 100 years!"
Willie (Little Napoleon) Blatt
SUPREME DISTRIBUTORS, INC.
416 S.W. 8th AVENUE — MIAMI, FLORIDA

¡COMPRADORES EXTRANJEROS! ¡NATIONAL OFRECE MÁS!
- Surtido Completo de Toda Clase de Máquinas Accionadas por Monedas—Juegos de Diversión, Fonógrafos, Juegos de Tejos, etc.
- !Buen Funcionamiento Garantizado! !Reacondicionados y Reacabados por Exportos! !Experiencia en la Exportación!

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd. — Chicago 14, Illinois, E. U. A.

CANADA
ACCLAIMS
WURLITZER
CENTENNIAL MODEL 2000



Exclusive WURLITZER *Distributors*

SIEGEL DISTRIBUTING CO., LTD.

637 Yonge St. TORONTO, ONT. | 753 Chatham St. MONTREAL, QUE. | 683 E. Hastings St. VANCOUVER, B. C. | (Factory) Davis Drive NEWMARKET, ONT.

Sincerest Congratulations
Cash Box

on the tremendous job you've done for this industry from your very first issue to this, your 14th Anniversary Issue. May you continue on as "The BIBLE of our industry" for the next 114 years.

ALL STATE COIN MACHINE EXCHANGE
4407 WEST FULLERTON AVE. CHICAGO 39, ILLINOIS
(All Phones: BElmont 5-6770)

Congratulations
to
"The BIBLE of this Industry"
on this
14th Anniversary

HYLAN J. BROWN

"The Cash Box"
EDITION TRIMESTRIELLE
EXPORTATION
(Avril, Mai, Juin — 1956)

les pays quisont fermés à de telles importations depuis la seconde guerre mondiale.

Le marché britannique est particulièrement désirable. Un grand effort devrait être fait pour aider les firmes anglaises de machines à distribution automatique à convaincre leur Gouvernement à reconnaitre le fait que l'équipment òpéré par pièce de monnaie peut être un bienfait pour toute l'industrie, en faisant circuler l'argent dans le pays et en augmentant les relation d'affaires import-export.

AMI, Inc., Grand Rapids, Michigan, qui, au début de l'année avait introduit son modèle de phonographe "G" (80 et 120 disques), ajouta un autre à cette série, le "G-200", une machine à 200 disques. Ce phonographe eut un succès immédiat, et l'usine est très affairée pour satisfaire la demande.

Auto-Bell Mfg. Company, Chicago, Illinois, continua à fabriquer sa machine d'amusement, "Circus".

Auto-Photo Company, Los Angeles, California, introduisit son "Model 11", studio photo automatique, une amélioration de son dernier modèle, et que les opérateurs de ce genre de machines recherchèrent immédiatement.

Bally Manufacturing Company, Chicago, Illinois, continua à l'un des fabricants les plus prolifiques dans le monde des machines d'amusement. Pendant ces trois mois, cette usine introduisit deux nouveaux jeux "inline": "Night Club" et "Parade": sortit "ABC Deluxe Shuffle Alley", et "Deluxe Congress Bowler"; et de nombreaux jeux de billards: "Booster Pool", "Pin Pool" et "Magic Pool". La firme continua les expéditions de ses jeux d'enfants "Champion Horse", "Model 'T' Car" et le "Bull's Eye".

Chicago Coin Machine Company, Chicago, Illinois, resta l'une des premières usines de l'industrie, produisant durant cette période une variété de tables de billards et queuques machines nouvelles d'amusements. Les jeux de billards sont "Clover Pool", "Champion Pool", "Advance Pool", "Rotation Pool", et "Jumbo Pool". Les jeux de nouveautés sont "Twin Hockey", et "Steam Shovel".

Exhibit Supply Company, Chicago, Illinois, a mis en marche des tables de billards, produisant "Skill Pool' et "Slate Pool".

J. F. Frantz Mfg. Company, Chicago, Illinois, racheta le rayon des jeux de A. B. T. Manufacturing Company, et quelques autres producteurs. Cette Compagnie produit maintenant le "A. B. T. Guesser Scale", "A. B. T. Rifle Sport Gallery", "A. B. T. Challenger", "Kicker & Catcher", et le "Pace Aristo Scale".

Games, Inc., Chicago, Illinois, procède aux expéditions de deux machines d'amusement, "Gun Smoke", et "Big Horn".

Genco Mfg. & Sales Company, Chicago, Illinois, fabriqua deux tables de billards et une machine nouvelle de baseball durant ces trois mois. Les tables de billards sont "Baseball Pool", et "Marklite Pool". Le jeu de baseball est "Hi-Fly."

D. Gottlieb & Company, Chicago, Illinois, continue la fabrication de jeux de pinball très répssi. Durant cette période il introduisit "Score Board", un jeu de pinball à quatre joueurs, "Derby Day", et "Toreador", un jeu de pinball à deux joueurs.

International Mutoscope Corporation, Long Island City, New York, est encore à la fabrication de son appareil connu dans le monde entier "Photomat',' ainsi que de ses machines standard pour arcades. Durant ces trois derniers mois, cette firme introduisit "Rock'n Roll", un jeu nouveau, et "Lord's Prayer Medal Vendro".

J. H. Keeney & Company, Chicago, Illinois, produit encore sa machine distributrice de cigarettes très réussie, mais a ajouté à sa série de machines distributrices "Hot Soup" (distributant de la soupe cvhaude", "Coffee" (café), et "Snack", machine distributrice de gateaux secs. Dans le terrain des jeux, cette firme fabrique "Flicker Pool" et "Advance Pool".

The Bert Lane Company, North Miami, Florida, très connue pour ses jeux pour enfants, entra dans le terrain des jeux depuis quelques mois. Cette firme a ajouté à la série de ses jeux pour enfants "Steam Fire Engine", "Goldie" (cheval) et l'automobile "Old Stutz Bearcat". Dans la ligne des jeux de billards, elle produit "Triple Zero", et "Tic-Tac Toe", et dans le terrain des amusements, "Dead Zero", (un jeu de flèches).

Rock-Ola Manufacturing Corporation, Chicago, Illinois, a introduit recemment deux nouveaux phonographes, le modèle "1450", un phonographes à 120 disques, et le modele "1452", une machine à 50 disques. Cette firme a notifié qu'ella mettrait sur le marché au début de l'Automne une phonographe à 200 disques.

J. P. Seeburg Corporation, Chicago, Illinois, continue à produire son modèle "V-200", phonographe, et travaille à plein pour expédier des quantités suffisantes à couvrir les commandes. Cette firme a été la première à sortire une machine à 200 disques.

United Manufacturing Company, Chicago, Illinois, un des plus importants et actifs fabricant de machines de jeux, produisit une grande variété de machines durant ces trois derniers mois. Dans le terrain de jeux de billards, cette Maison expédia "Hi-Score Pool", "2-Way Pool", "Roto-Pool", et une combinaison de jeu de billard et "Shuffle", appelé "Pool Alley". Dans une autre division de jeux, elle produisit "Stardust", et "South-Seas". Dans le terrain des variété de jeux de billards, elle expédia "Regulation Shuffle Alley", et "Select Play Shuffle Alley". Dans le rayon nouveautés elle produisit 'Star Slugger", un jeu de baseball.

Watling Manufacturing Company, Chicago, Illinois, de renommée mondiale pour ses balances, continue la production de son "Penny Fortune Scale".

Williams Manufacturing Company, Chicago, Illinois, a donné au commerce une varité de machines de jeux. Dans le terrain des tables de billards, elle produisit "Klick Pool", "Bank Pool", et "Imperial Pool". Durant ces trois derniers mois, elle fabrica "Piccadilly", un jeu de pinball à deux joueurs, et "Crane", une machine nouveauté.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., fit suivre son modèle de phonographe "1900" (104 disques), avec l'introduction d'une machine à 200 disques, appelée modèle "2000". Ces machines eurent un immédiat succès sur le marché, et cette maison augmente à présent sa production à pleine capacité pour remplir les commandes.

"The Cash Box"
VIERTALJÄHRLICHE EXPORTAUSGABE
(APRIL, MAI, JUNI—1956)

Als das erste Hochkonjunkturvierteljahr vorbei war, begann die Industrie das zweite Jahresviertel mit Vertrauen und Enthusiasmus.

Die Hochjonjunktur hielt in märchenhafter Weise an. Sogar noch mehr Ausfuhrverschiffungen als im ersten Vierteljahr wurden angezeigt. Immer mehr gebrauchte Ware wie auch neue Maschinen wurden in alle Welt versandt.

Der vollbeschäftigte Monat April war fast schon vorbei, bevor irgendjemand ein Anzeichen eines Geschäftsrückschlages im Inlande bemerkte. Die mächtigen Industrien Amerikas fingen schliesslich doch an, die Wirkung der während des ganzen Jahres 1955 und des ersten Jahresviertels von 1956 getätigten grossen Verkäufe zu spüren.

Das zeighte sich in den Arbeiterentlassungen bei einigen der grossen Automobilfabriken, was wiederum die kleineren Firmen in einigen Teilen des Landes beeinflusste. In den übrigen Teilen der Vereinigten Staaten ging es noch immer mit Volldampf voraus, ohne dass man sich über diese ersten Warmungszeichen kümmerte.

Ende April wurde es klar, dass die Verkäufe an vielen Stellen nachgelassen hatten und dass wegen dem sehr kalten Frühling die Geschäfte mit unverkauften Waren überfüllt waren. Das führte wiederum zu einer Verzögerung von Warenlieferungen aller Arten. Die Wirkung zeigts sich dann auch auf der Effektenbörse, als die Aktiennotierungen zu fallen begannen.

In der amerikanischen Münzautomatenindustrie ging die Auswirkung fast parallel mit der Industrie Amerikas im Allgemeinen. Es ist dieses das erste Mal in der Geschichte der amerikanischen Münzautomatenindustrie, dass eine Rücklaufbewegung mit der allgemeinen Geschäftskonjunktur des Landes parallel lief.

Zumeist wenn ein allgemeiner Geschäftsrückschlag in der Landesindustrie eintritt, so gereicht es den amerikanischen Münzmaschinenherstellern zum Vorteil, dass zeitweilig arbeit slose Leute mehr Zeit haben, sich an den münzautomatischen Unterhaltungspielen peder Art zu erfreuen. Dieses Mal jedoch kamen die Einnahmen nur unregelmässig herein. Die Unternehmer, die Unterhaltungsspiele und Plattenspieler im Betrieb hatten, begannen sich zu wundern. Das Produktionsgeschäft ging aber noch mit Volldampf voran, da diese ersten Warnungszeichen in den Wind geschlagen wurden.

Anfang May aber wurde der ganzen Industrie die Verlangsamung der Absätze klar. Die Fabriken gaben die Nachtschichten auf und gingen auf die fünftägige Arbeitswoche zurück. Einige der Unterhaltungsspielfabriken arbeiteten jetzt nur noch 3 oder 4 Tage die Woche, um ihre Herstellung dei eingehenden Aufträgen anzupassen.

Dieser allgemeine Geschäftrückgang wurde aber nur von der Unter haltungsindustrie gespürt. Es schien, dass die Konjunktur der Pool-Spiele ihren Kreislauf beendet hatte. Mit acht führenden Herstellern von Pool-Spielen und den heutigen beschleunigten technisch fein ausgebildeten Herstellungsmethoden wurde der Markt schnell getättigt.

In der ersten Juni-Woche kamen die Verkäufe von Pool-Spielen zu einem fast vollständigen Stillstand. ie geringe noch vorhandene Nachfrage konnte zumeits aus den noch vorhandenen Warenlagern befriedigt werden. Es existierten wohl noch viele Märkte in den Vereinigten Staaten, die eine grosse Anzahl von Pool-Spielen aufnehmen könnten, doch hatte sich niemand daran gewagt, die bestehenden gesetzlichen Hindernisse dieser Märkte zu beseitigen. Nichts war unternommen worden, um diese Märkte der Benutzung der annehmbarsten und zulässigsten aller je erfundenen münzautomatische n Unterholtungsspiele—ren Pool-Spielen—zu öffnen.

Inzwischen ging aber das Geschäft der Hersteller von Plattenspielern (Jute Boxes) lustig voran im selben Schwunge, wie im ersten Vierteljahr von 1956. Ganz allgemein gesprochen hat sich hier eine Verlangsamung kaum gezeigt. Die Herstellung dieser Plattenspieler ist sehr wenig zurückgeschnitten worden, jedenfalls nicht genug um irgendwelche Rüuckschlagsschutzmassnahmen hervorzurufen.

D.e Verschiffungen von Plattenspielern (Jute Boxes) gehen in befriedigender Weise weiter, wobei die Weltmärkte ebensoviel wenn icht sogar mehr, als früher bestellte worden war, aufnehmen. Die führenden Fabriken automatischer Musikinstrumenteglauben, dass sie mit ihren erweiterten Herstellungsprogrammen auch weiterhin fortfahren können.

Von den vier grossen Fabriken, die sich mit der Herstellung von automatischen Musikinstrumenten befassen, haben drei bereits 200-Auswahlplattenspieler eingeführt. Diese drei sind in der Ordnung, in der sie diese Plattenspieler auf den Markt gebracht haben, die folgenden Firmen: J. P. Seeburg Corporation, Chicago, Illinoois; AMI Inc., Grand Rapids, Michigan; The Rudolph Wurlitzer Company, North Tonawanda, New York. Nur die Fa. Rock-Ola Manufacturing Corporation, Chicago, Illinois hatte, als das zweite Vierteljahr zu Ende ging, noch keinen Reintonplattenspieler mit 200 Auswahlstücken auf den markt gebracht. (Die Fa. Rock-Ola gab aber bekannt, dass ihr 200-Auswahlplattenspieler zum Frühherbst in Herstellung genommen werden würde).

Während die Hersteller und Grosshändler der Unterhaltungsspiel-Industrie in Monat Juni die volle Wirkung des Geschäftsrückgangs auf dem Inlandmarkt sprürten, so erfreuten sich gleichzeitig viele Grosshändler einer Hochkonjunktur im Exportgeschäft.

Die Nachfrage nach gebrauchten 5-Ball-Spielen, nach gebrauchten automatischen Plattenspielern, gebrauchten In-line-Pinball-Spielen ging täglich immer mächtiger in die Höhe. Die Vertriebfirmen versuchten sich gegenseitig die vorhandenen Waren streitig zu machen. Die Nachfrage von den Weltmärkten nach diesen gebrauchten Maschinen war während dem Monat Juni noch in stetem Anwachsen begriffen.

Viele der Grosshändler waren der Überzeugung, dass es ihnen garnicht möglich sein würde, alle die bei ihnen einlaufenden Aufträge zu füllen. Sie schickten ihre Handelsreisenden aus, um Austauschgeschäfte zu tätigen und zu kaufen, was sie an gebrauchten Maschinen von den Betriebsfirmen in den abgelegensten Gegenden des Landes auftreiben konnten.

Die Nachfrage hielt aber nicht nur Schritt mit den Waren, welche die Vertriebsfirmen auftreiben konnten, sondern fuhr fort, das Angebot zu überschreiten. Wenige der von den Weltmärkten nachgefragten automatischen Plattenspielern blieben auf dem Inlandmarkt zurück. Sogar noch weniger 5-Ball-Spiele und besonders auch Arkadenausstattungen und Inline-Spiele waren erhältlich.

Als das Wetter immer wärmer wurde, wuchs auch die Nachfrage nach mehr und mehr gebrauchten Maschinen ständig an. Vertriebsfirmen, die seit Jahren Welmarkgeschäfte getätig hatten, wussten nicht aus noch ein, wie sie sich eine genügende Anzahl Maschinen verschaffen könnten, um den hereinströmenden Aufträgen Genüge zu tun. Diese Aufträge kamen in Briefen, Kabeln und sogar über das Überseetelephon herein.

Für viele amerikanische Firmen war der Juni ein Monat hoher und höchster Ausfuhrgeschäfte. Die führenden Stel-

Every Day is Like an Anniversary Party Day for Our Customers!

That's because our customers enjoy the finest, friendliest service, the most outstanding cooperation and, most definitely, the very grandest products manufactured, such as the products of

BALLY
CHICAGO COIN
GENCO
ROCK-OLA

Al Calderon
CALDERON DISTRIBUTING
450 MASSACHUSETTS AVE., INDIANAPOLIS, INDIANA
(All Phones: MElrose 4-8468)

Congratulations on your 14th Anniversary
LIKE EVERYONE IN THE LONE STAR STATE WE ADMIRE, RESPECT AND HONOR *THE CASH BOX*
"The Texans' Coin Machine Bible"
ABE SUSSMAN
STATE MUSIC DISTRIBUTORS
3100 MAIN STREET, DALLAS, TEXAS

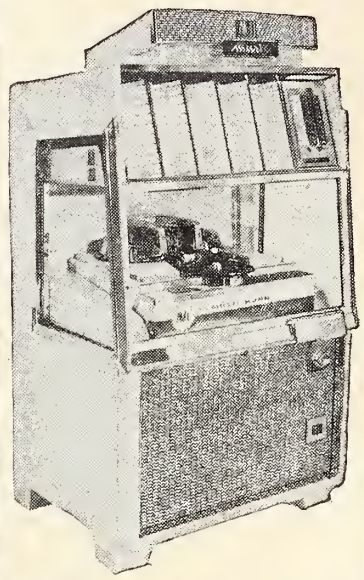
Congratulations on your Fourteenth Anniversary
May you continue to enjoy many, many more glorious and prosperous anniversaries. Your diligent efforts for the entire automatic music industry are to be congratulated and your tireless efforts in behalf of the automatic music operators will always be remembered.
MRS. M. ROBINSON, Pres. M. J. PROFFIT, Sect'y.
SOUTH CENTRAL NOVELTY CO.
357 EAST 43rd STREET CHICAGO, ILLINOIS
(Tel.: ATlontic 5-2840)

Congratulations on your 14th Anniversary
We wish you continued great progress and just as continued great help to everyone engaged in the automatic music industry. Keep up the good work.
Dan Gaines
GAINES MUSIC COMPANY
4245 Cottage Grove Ave., Chicago, Illinois

CANADIAN OPERATORS!

You See It Quicker!
You Play It Faster!

AMI
G-200



TORONTO TRADING POST, Ltd.
736 YONGE STREET
TORONTO, ONT., CANADA

BEFORE YOU BUY
YOUR NEXT GAME
WRITE—WIRE—PHONE
NICK CARBAJAL
CROWN NOVELTY CO.
920 HOWARD AVE., NEW ORLEANS, LA.
(All Phones: CAnal 7137)

Congratulations to Bill Gersh and "Cash Box"
"You've Certainly Done All Operators
A Lot Of Good"
PAUL and ELLEN BROWN
WESTERN AUTOMATIC MUSIC, INC.
4206 N. WESTERN AVE., CHICAGO 18, ILLINOIS

Good Luck and Best Wishes
On Your 14th Anniversary
HIRSH COIN MACHINE CORP.
1329 RHODE ISLAND AVE., WASHINGTON, D. C.

"The Cash Box"
VIERTALJAHRLICHE EXPORTAUSGABE
(APRIL, MAI, JUNI—1956)

len der amerikanischen Münzmaschinenindustrie hegen, was die Wichtigkeit der Weltmärkte anbetrifft, keinen Zweifel mehr. Viele sind jetzt der Ansicht, dass Anstrengungen gemacht werden sollten, um die Länder für die Einfuhr von amerikanischen Münzmaschinen aufzuschliessen, welche seit dem zweiten Weltkriege ihre Grenzen gegen solche Importe verriegelt hatten.

Der britische Markt ist ein besonders wünschenswerter. Eine besonders grosse Anstrengung sollte gemacht werden, um englischen Münzmaschinenfirmen behilflich zu sein, ihre Regierung davon zu überzeugen, dass münzautomatische Ausstattungen jeder Industrie zur Anregung gereichen könnten, um das Geld im Inlande im Umlauf zu halten, während gleichzeitig die Aus—und Einfuhrgeschäfte angereft werden.

Die Fa. AMI, Inc., Grand Rapids, Michigan, die zu Anfang des Jahres ihre Plattenspieler Modell "G" (80 und 120 Auswahlstücke) auf den Markts gebracht hatte, vervollständigte diese Reihe mit dem Modell "G-200", einer Maschine mit 200 Auswahlenstücken. Dieser Plattnspieler hatte sofortigen Erfolg, und die Fabrik ist gut beschäftigt, um die Nachfrage befriedigen zu können.

Auto-Bell Mfg. Company, Chicago, fabrizierts weiterhin die "Zirkus"-Vergnuegungsmaschine.

Die Auto-Photo Company, Los Angeles, Kalifornien, kam mit ihrem "Modell 11" heraus, einen autmatischen Photographen, der eine Verbesserung ihres letzten Modells war und der sofort von Firmen, welche diese Maschinen in Betrieb nehmen, aufgegriffen Wurde.

Die Bally Manufacturing Company, Chicago, Illinois, fuhr fort, eine der produktivsten Hersteller von Unterhaltungsmaschinen der Welt zu sein. Während dieser drei Monate, brachte, brachte diese Fabrik zwei neue Inline-Spiele heraus, "Night Club" und "Paradise"; ausserdem hoch: "ABC Deluxe Shuffle Alley", "Deluxe Congress Bowler" und verschiedene Pool-Spiele, "Booster Pool", "Pin Pool" und 'Magic Pool". Desweiteren liefert diese Firma ihre Kinderritte und fahrten: "Champion Horse", "Model 'T' Car" and "Bull' sEye".

Die Chicago Coin Machine Company, Chicago, Illinois, ist nach wie vor eine der führenden Fabriken der Industrie; während des besprochenen Zeitabschnitts stellte sie verschiedene Pool-Tische und einige neue Unterhaltungsmaschinen her. Die Pool-Spiele sind: "Clover Pool", "Champion Pool", "Advance Pool", "Rotation Pool" und "Jumbo Pool" . Die neueingeführten Spiele sind: "Twin Hockey" und "Steam Shovel" (Dampfschaufel).

Die Exhibit Supply Company, Chicago, Illinois, arbeitete hauptsächlich in Pool Tischen und stellte "Skill Pool", "Super Star Pool", "Spanish Pool" und "Slate Pool" her.

Die J. F. Frantz Manufacturing Company, Chicago, Illinois, kaufte die Spiel-Abteilungen der A. B. T. Manufacturing Company und einiger anderer Fabriken. Sie produziert jetzt: "A. B. T. Guesser Scale", "A. B. T. Rifle Sport Gallery", "A. B. T. Challenger", "Kicker & Catcher" und "Pace Aristo Scale".

Die Firma Games, Inc., Chicago, Illinois, liefert zwei Unterhaltungsmaschinen, "Gun Smoke" (Flintenrauch) und "Big Horn" (Grosses Horn).

Die Genco Manufacturing & Sales Company, Chicago, Illinois, fabrizierte während dieser drei Monate zwei Pool-Tische und eine neue Baseball-Machine. Die Pool-Tische heissen "Baseball Pool" und "Marklite Pool", und das Baseball-Spiel heisst "Hi-Fly".

Die Firma D. Gottlieb & Company, Chicago, Illinois, fährt damit fort, erfolgreiche Pinball-Spiele zu fabrizieren. Während dieser Zeit brachte sie heraus: "Score-Board", ein Vier-Spieler-Pinball-Spiel, "Derby Day" und "Toreador", ein Zwei-Spieler-Pinball-Spiel.

Die International Mutoscope Corporation, Long Island City, New York, stellt noch immer ihren weltbekannten "Photomat" her, wie auch ihre Normal-Arkade-Maschinen. Während der letzten drei Monate brachte die Firma "Rock 'n Roll", ein neuartiges Spied, und "Lord's Prayer Medal Vendor" heraus.

Die Firma Keeney & Company, Chicago, Illinois, fabriziert noch ihren so erfolgreichen Zigarettenautomaten, dazu aber auch: "Hot oup", eine maschine, die heisse Suppe verkauft, "Coffee", einen Kaffeeverkaufsautomaten und "Snack" einen Teekuchenverkäufer. An Spielen fabriziert diese Firma: "Flicker Pool" und "Advance Pool".

Die Fa. The Bert Lane Company, North Miami, Florida, die als Herstellerin von Kinderritten und -fahren bekannt ist, begann während der letzten Monate auch Spiele herzustellen. Zu den Kinderunter haltungen kamen hinzu: "Steam Fire Engine", "Goldie" (ein Pferd) und "Old Stutz Bearcat", ein Automobil. An Pool-Tischen fabrizierts die Firma: "Triple Zero" und "Tic-Tac-Toe", und an Unterhaltungsspielen: "Dead Zero" (ein Wurfspeer-Schleuderspiel).

Die Rock-Ola Manufacturing Corporation, Chicago, Illinois, führts kürzlich zwei neue Plattenspieler ein, und zwar: Modell "1450", mit 120 Auswahlstücken, und Modell "1452" mit 50 Auswahlstücken. Man hört, dass diese Firma im Herbst einen Plattensoieler mit 200 Auswahlstücken auf den Markt bringen wird.

Die J. P. Seeburg Corporation, Chicago, Illinois, fährt damit fort, ihren Plattenspieler, "V-200" herzustellen, und die Firma ist vollbeschäftift, um eine den einlaufenden Aufträgen genügende Anzahl herzustellen. Diese Firma ar die erste, die eine Maschine mit 200 Auswahlstücken herausbrachte.

Die United Manufacturing Company, Chicago, Illinois, eine der grössten und vielbeschäftigsten Herstellerinnen von Unterhaltungsmaschinen, fabrizierte eine reiche Auswahl von Maschinen während der letzten drei Monate. An Pool-Spielen lieferts sie: "Hi-Score Pool", "2-Way Pool", "Roto-Pool" und ein Kombinations-Pool-Shuffle-Spiel "Pool Alley". An In-line-Spielen, stellte die Firma "Stardust" und "South Seas" her, und an Shuffle-Spielen: "Regulation Shuffle Alley" und "Select Play Shuffle Alley". An neuen Spielen brachte die Firma "Star Slugger"; ein Baseball-Spiel auf den Markt.

Die Watling Manufacturing Company, Chicago, Illinois, deren Wagen weltbekannt sind, fährt fort ihre "Penny Fortune Scale" ("Pfenning-Schicksals-Wage") herzustellen.

Die Williams Manufacturing Company, Chicago, Illinois, brachte eine schöne Auswahl von Unterhaltungsmaschinen herau. An Pool-Tischen fabrizierte diese Firma "Klick Pool", "Bank Pool" und "Imperial Pool". Während dieser drei Monate verfertigte sie auch "Piccadilly", ein Zweispieler-Pinball-Spiel, und "Crane", eine neuartige Unterhaltungsmaschine.

Die Fa. The Rudolph Wurlitzer Company, North Tonawanda, N. Y., ging über ihren Plattenspieler, Modell "1900" (104 Auswahlstücke) hinaus, und brachte eine Maschine mit 200 Auswahlstücken, Modell "2000" genannt, heraus. Diese Maschinen erweckten sofort das lebhafte Interesse des Handels, und die Firma produziert jetzt unter Volldampf, um den einfliessenden Aufträgen gerecht zu werden.

C. M. EXPORTS For JAN., FEB., MAR. TOTALED 13,244 PIECES VALUED AT $4,309,020

PHONOS and GAMES INCREASE— VENDING MACHINES DROP OFF.

Compilation of Department of Commerce figures for shipments of coin operated equipment shows a dollar billing of $4,309,020 for the months of January, February and March, 1956—an increase over the previous three months' figure of $4,169,694. The number of machines for January, February and March, 1956 dropped, however, from 13,552 in the previous three months to 13,244. This condition was created by the shipment of vending machines, which dropped both in numbers and dollars. Analysis of the export statistics shows that United States coin firms continue to sell foreign countries more juke boxes and amusement machines for more money with each succeeding quarter.

PHONOGRAPHS

Once again, phonographs shipped this first quarter of 1956, kept on the increase. U. S. firms sent out 6,384 juke boxes compared with 5,932 the previous quarter. These machines brought $3,140,892 compared with $2,986,467 for the last quarter of 1955. As in the past, wholesalers here are shipping more phonographs than any other type of equipment. Also as in the past, Europe was the best customer, with Belgium and Luxembourg the biggest buyer. West Germany, which previously was the second largest importer, dropped down this quarter to fifth place (many attribute this to the number of juke box manufacturers in this area). North America replaced South America as the second largest area. Altho the Pacific area bought less phonos, they spent more money than the last quarter.

AMUSEMENT MACHINES

Amusement machines, like phonos, also showed an increase over the previous quarter both in number of machines shipped and money received by U. S. wholesalers. Foreign countries absorbed 4,172 machines compared with 4,104 in the previous quarter, and spent $791,964 compared with $732,584. Europe led in the importation of amusement machines again, with North America second. Belgium and Luxembourg took the most machines, 690, but spent only $58,906 compared to the $93,208 spent by Italy for 627 machines. This repeats the same condition that transpired the last three months. West Germany evidently bought the better type machines as it spent $91,791 for only 322 machines. North America placing second, was made possible by Canada which absorbed 795 machines at $201,142, the largest export expenditure on amusement machines. South America fell badly, from 374 machines, valued at $38,838 in the previous quarter, to only 16 machines valued at $3,175. A good increase was shown by the Pacific area countries which bought 436 machines valued at $104,601 in this quarter compared to 309 machines for $38,838 in the previous quarter.

VENDING MACHINES

This is the field which slipped badly. In the previous quarter 3,516 machines were shipped, valued at $450,643. In this first quarter of 1956, only 2,688 machines were sold for $376,164. North America led by a large margin, with Canada the biggest buyer. As in the previous three months, Europe placed second, with France again the biggest importer in money value.

congratulations
to
bill gersh
from
FIRST
coin machine exchange
1750 W. North Ave., Chicago 22, Illinois
(Tel.: DIckens 2-0500) (Cable: FIRSTCOIN, Chicago)
1st AND STILL GROWING
wally finke • joe kline

Congratulations
"CASH BOX"
FOR DOING SO GREAT A JOB FOR 14 YEARS

J. R. (Pete) Pieters
KING-PIN
EQUIPMENT COMPANY
826 Mills Street
KALAMAZOO, MICH.
(Tel.: 5-1151)

Joe Auton
KING-PIN
DISTRIBUTING COMPANY
7624 FENKELL
DETROIT 38, MICH.
(Tel.: UNiversity 3-4770)

OPERATORS EVERYWHERE!
Contact Us For The Lowest
Prices in America On New and Used—
★ ARCADE EQUIPMENT
★ BINGO IN LINE GAMES
★ PHONOGRAPHS
★ POOL TABLES
★ SHUFFLE ALLEYS
GUARANTEED TO BE SHOPPED LIKE NEW
EXCLUSIVE DISTRIBUTORS FOR:
UNITED MFG. CO.—WILLIAMS MFG. CO.—GENCO MFG. CO.
DOUBLE-U-SALES CORPORATION
922-24-26 PARK AVE. BALTIMORE 1, MD.
Phones: SAratoga 7-4770—7-4771—7-4772

Congratulations

to

BILL GERSH

and

THE CASH BOX

on your 14th Anniversary

AVRON GENSBURG
RALPH SHEFFIELD
AL WARREN

GENCO MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

AMI
Bally
Keeney

Congratulations on your 14th Anniversary

BERNARD REICHEL

REICHEL DISTRIBUTING CO.
1212 NORTH COPIA ST., EL PASO, TEXAS

The Members and Officers of

AMUSEMENT MACHINE OPERATORS ASS'N of GREATER BALTIMORE

Extend Their Best Wishes to

THE CASH BOX on its 14th ANNIVERSARY

COIN MACH. EXPORTS—

PHONOGRAPHS

NORTH AMERICA

	Number	Dollars
Canada	592	$301,439
Mexico	596	230,774
Guatemala	48	33,134
El Salvador	38	29,318
Honduras	34	17,443
Nicaragua	43	27,523
Costa Rica	45	29,504
Republic of Panama	114	91,355
Bahamas	15	4,049
Cuba	399	118,748
Jamaica	44	21,646
Haiti	6	1,730
Dominican Republic	43	25,275
Trinidad & Tobago	17	15,193
Leeward & Windward Islands	25	2,390
Barbados	5	633
British Honduras	2	875
Netherland Antilles	4	2,776
Total	2,670	$953,805

SOUTH AMERICA

Colombia	357	$146,696
Venezuela	593	483,039
Ecuador	62	32,296
Peru	332	169,921
Surinam	3	2,072
Total	1,347	$702,024

EUROPE

Ireland	22	$11,814
Netherlands	502	191,308
Belgium & Luxembourg	1,291	569,458
West Germany	203	125,642
Austria	321	225,698
Switzerland	263	168,665
Italy	119	35,321
Sweden	36	17,631
United Kingdom of Great Britain & Northern Ireland	3	2,639
France	9	9,472
Iceland	1	1,561
Total	2,770	$1,359,209

ASIA

British Malaya	33	$11,226
Republic of Philippines	103	83,360
Korea	4	3,035
Japan	10	5,125
Thailand	2	1,822
Lebanon	5	3,849
Okinawa	12	4,889
Total	169	$113,306

AUSTRALIA

Trust Territory of Pacific Islands	2	$250
Total	2	$250

AFRICA

French Morocco	16	$11,786
Tangiers	2	180
Union of South Africa	8	570
Total	26	$12,536

PHONOGRAPHS EXPORTED FROM THE UNITED STATES TO COUNTRIES THRUOUT THE WORLD FOR JANUARY, FEBRUARY, MARCH, 1956, TOTALED 6,384 AND WERE VALUED AT $3,140,892.

COIN MACHINES OF ALL KINDS EXPORTED BY THE UNITED STATES TO NATIONS THRUOUT THE WORLD FOR JANUARY, FEBRUARY, MARCH, 1956 .....

JAN., FEB., MAR., 1956

AMUSEMENT MACHINES

	Number	Dollars
NORTH AMERICA		
Canada	795	$201,142
Mexico	60	8,954
El Salvador	16	3,615
Costa Rica	3	225
Republic of Panama	6	1,645
Canal Zone	2	1,164
Cuba	412	21,845
Haiti	5	2,845
Dominican Republic	21	12,978
Netherlands Antilles	8	5,081
Bermuda	3	1,380
Jamaica	4	1,304
Bahamas	21	347
Total	1,356	$262,525
SOUTH AMERICA		
Venezuela	11	$2,015
Peru	1	100
Uruguay	4	1,060
Total	16	$3,175
EUROPE		
Sweden	45	$7,989
Netherlands	260	44,273
Belgium & Luxembourg	690	58,906
France	148	40,220
West Germany	322	91,791
Austria	2	225
Switzerland	117	44,445
Italy	627	93,208
Iceland	6	2,205
Denmark	1	440
Ireland	1	200
Portugal	25	2,125
Greece	1	181
Total	2,245	$386,208
ASIA		
Turkey	7	$3,850
Syria	8	1,065
Lebanon	14	970
British Malaya	30	6,165
Republic of Philippines	79	16,309
Macao	21	3,019
Hong Kong	53	11,140
Japan	155	40,122
Nansei & Nanpo Islands	64	19,866
Viet-Nam, Laos & Cambodes	3	1,225
Total	435	$103,731
AUSTRALIA		
Trust Territory of the Pacific Islands	1	$870
Total	1	$870
AFRICA		
French Morocco	117	$35,325
Tangiers	2	130
Total	119	$35,455

AMUSEMENT MACHINES EXPORTED FROM THE UNITED STATES TO COUNTRIES THRUOUT THE WORLD FOR JANUARY, FEBRUARY, MARCH, 1956, TOTALED 4,172 AND WERE VALUED AT $791,964.

VENDING MACHINES

	Number	Dollars
NORTH AMERICA		
Canada	1,733	$218,301
Cuba	43	6,015
Leeward & Windward Islands	1	1,085
Guatemala	1	1,704
Honduras	2	150
Nicaragua	2	742
Haiti	1	250
Dominican Republic	20	250
Total	1,803	$228,497
EUROPE		
Sweden	1	$ 464
Netherlands	1	539
France	96	50,430
Belgium & Luxembourg	501	4,442
West Germany	59	31,654
Switzerland	51	5,101
Italy	2	3,869
Austria	3	761
Total	684	$97,260
SOUTH AMERICA AND PACIFIC AREA		
Total	201	$50,410

VENDING MACHINES EXPORTED FROM THE UNITED STATES TO COUNTRIES THRUOUT THE WORLD FOR JANUARY, FEBRUARY, MARCH, 1956, TOTALED 2,688 AND WERE VALUED AT $376,164.

TOTALED 13,244 • VALUED AT $4,309,020

CONGRATULATIONS
to
BILL GERSH

And Sincere Best Wishes
to
Our Many Operator
Friends

For over 30 years, Southern Automatic Music Co. has been at the service of hundreds of operators.

WE OFFER:

- **SPLENDID PRODUCTS OF THE TOP MANUFACTURERS**
- ***SERVICE AT ITS BEST***
- **FINANCIAL ARRANGEMENTS TO SUIT ALL OPERATORS' NEEDS**

We hope to continue serving
our vast number of
operator customers in
Kentucky, Indiana and Ohio

SOUTHERN AUTOMATIC
MUSIC CO., Inc.

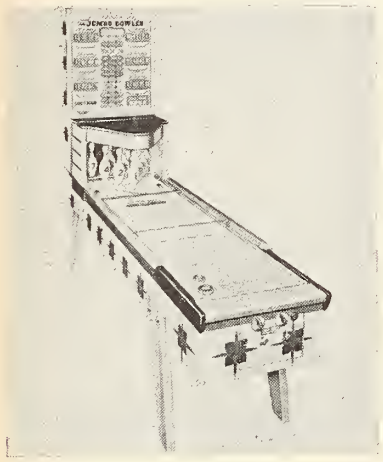
Distributors of

A. M. I. JUKE BOXES

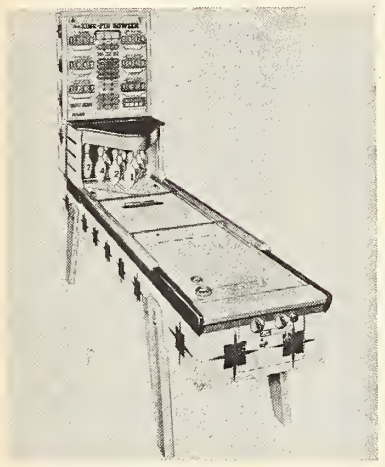
LOUISVILLE, KY. — CINCINNATI, OHIO
LEXINGTON, KY. — INDIANAPOLIS, IND.

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

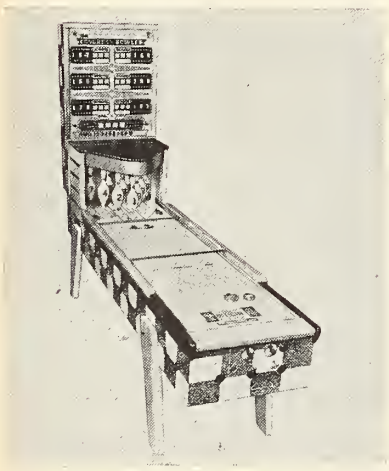
BOWLERS



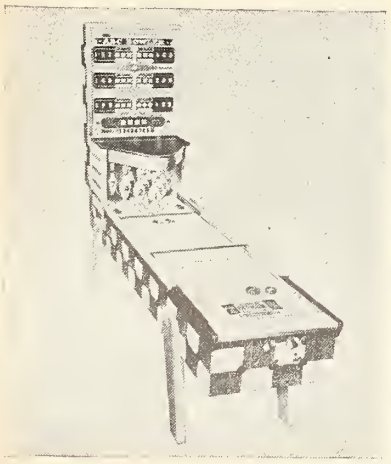
Bally KING PIN



Bally JUMBO



Bally CONGRESS

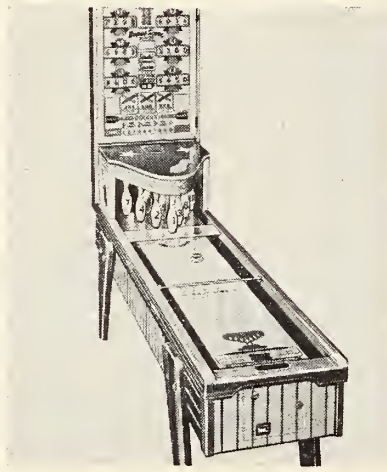


Bally DE LUXE ABC

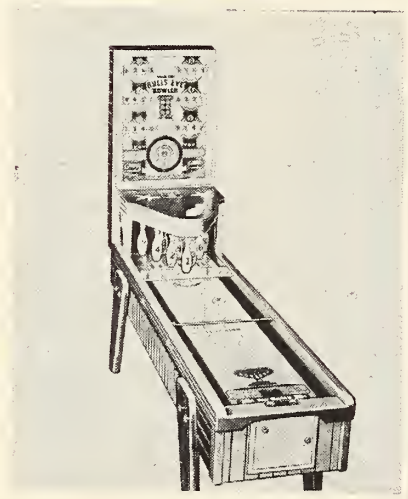
BOWLERS



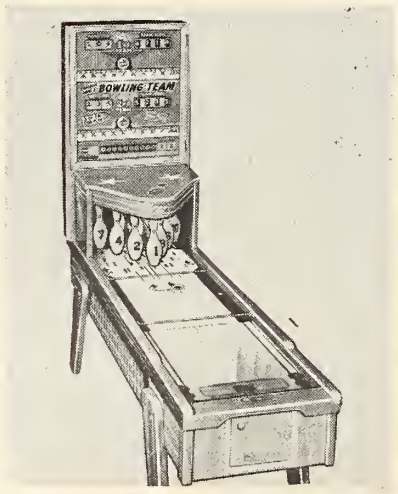
ChiCoin HOLLYWOOD



ChiCoin BONUS

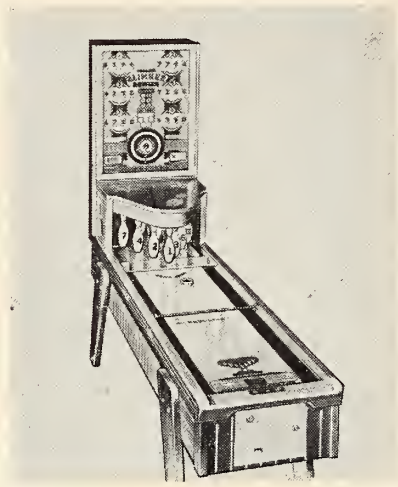


ChiCoin BULL'S EYE

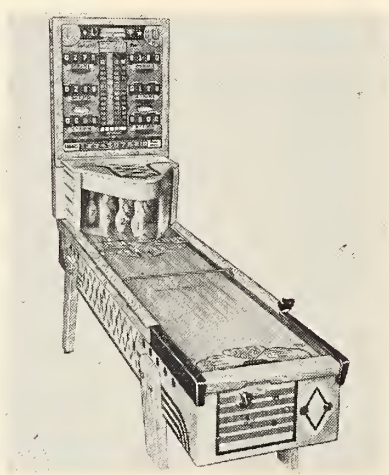


ChiCoin BOWLING TEAM

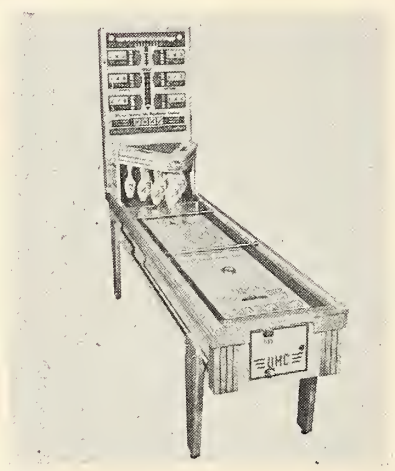
BOWLERS



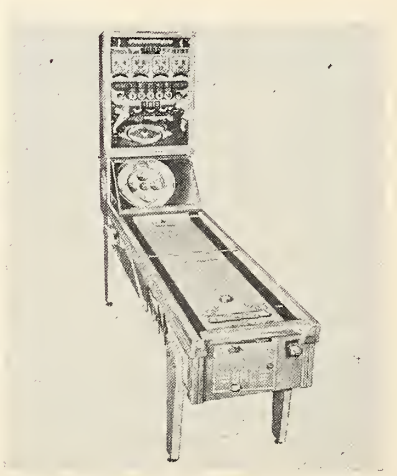
ChiCoin BLINKER



Keeney DELUXE CHALLENGE

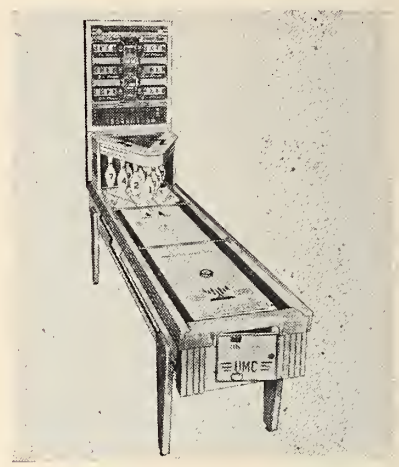


United REGULATION

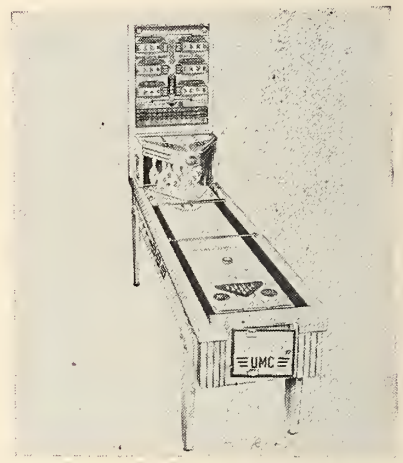


United DELUXE 5TH INNING

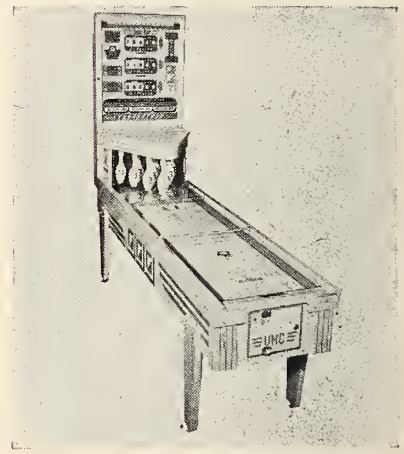
BOWLERS



United DELUXE TOP NOTCH



United SUPER BONUS



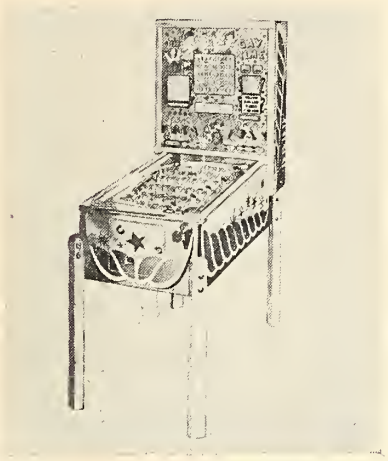
United SELECT PLAY



United POOL ALLEY
(Combination Pool and Bowler)

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

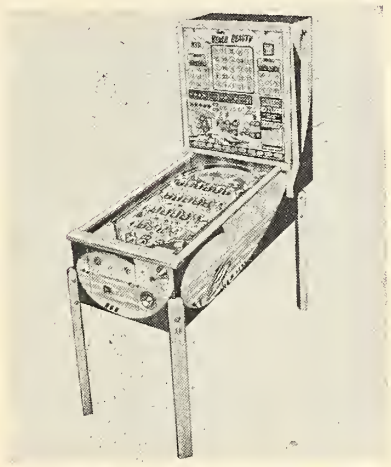
IN-LINES



Bally GAY TIME



Bally MIAMI BEACH

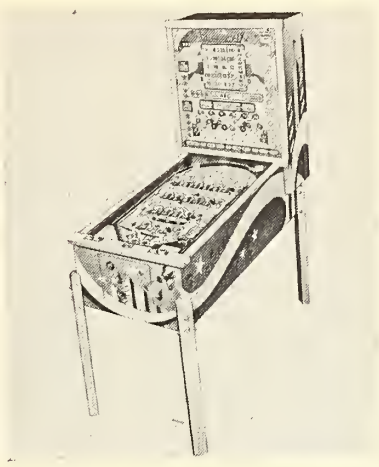


Bally BEACH BEAUTY



Bally NIGHT CLUB

IN-LINES



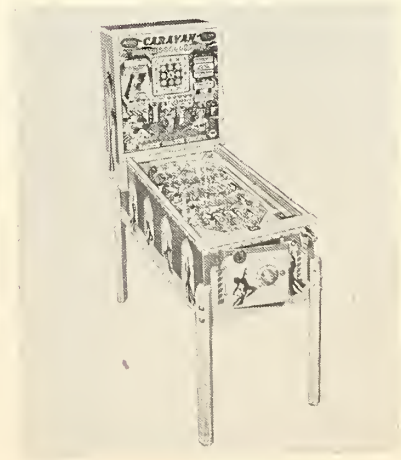
Bally BROADWAY



Bally PARADE



United STARLET

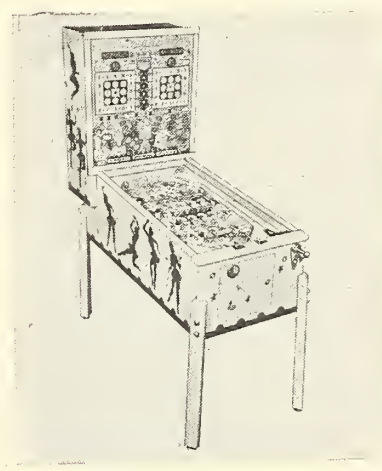


United CARAVAN

IN-LINES



United PIXIES



United STARDUST



United SOUTH SEAS



United MONACO

PINBALLS



Gottlieb HARBOR LITES



Gottlieb WISHING WELL



Gottlieb GLADIATOR



Gottlieb FRONTIERSMAN

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

PINBALLS



Gottlieb SCOREBOARD



Gottlieb DERBY DAY



Gottlieb EASY ACES



Gottlieb TOURNAMENT

PINBALLS



Gottlieb ADD-A-LINE



Gottlieb MARATHON



Gottlieb TOREADOR



Williams THREE DEUCES

PINBALLS



Williams SMOKE SIGNAL



Williams CIRCUS WAGON



Williams PICCADILLY



Williams BAND WAGON

PINBALLS



Williams REGATTA



Williams SNAFU

CARD VENDORS



Exhibit VACUMATIC
JET PLANES

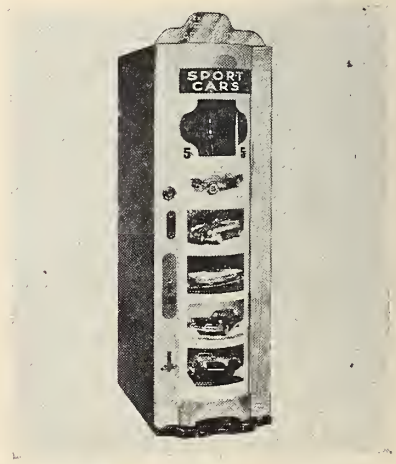
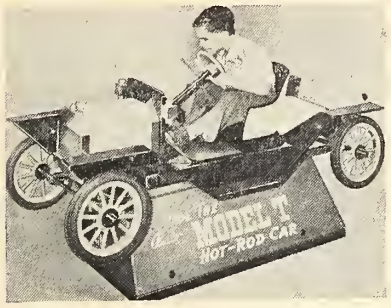


Exhibit VACUMATIC
SPORT CARS

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

KIDDIE RIDES



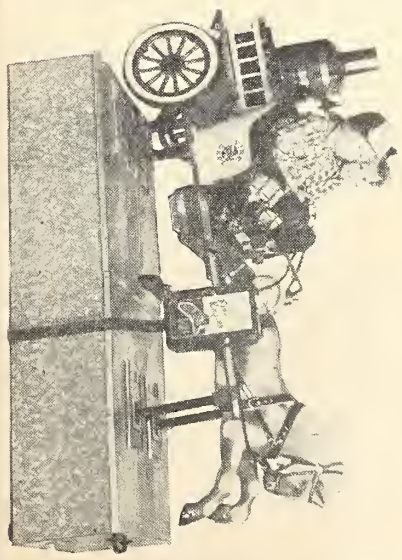
Bally MODEL T HOT ROD CAR



Bally THE CHAMPION



Bally BULL'S EYE

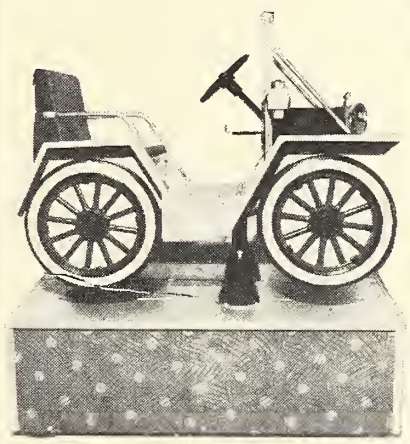


Bert Lane STEAM FIRE ENGINE

KIDDIE RIDES



Bert Lane GOLDIE



Bert Lane OLD STUTZ BEARCAT

PHOTOS

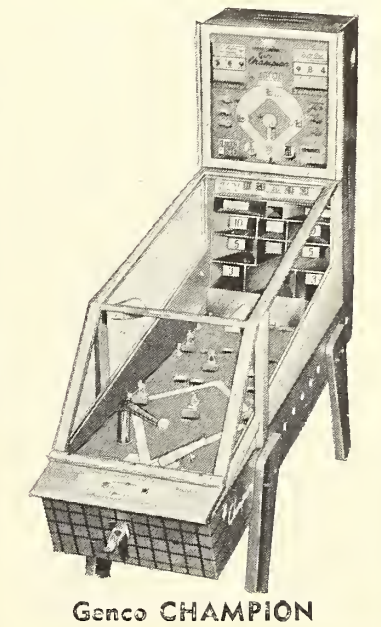


Auto-Photo STUDIO Model II

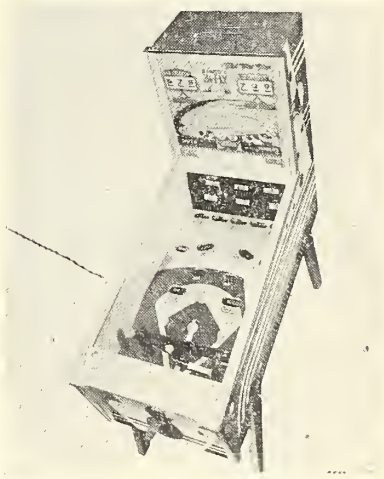
BASEBALLS



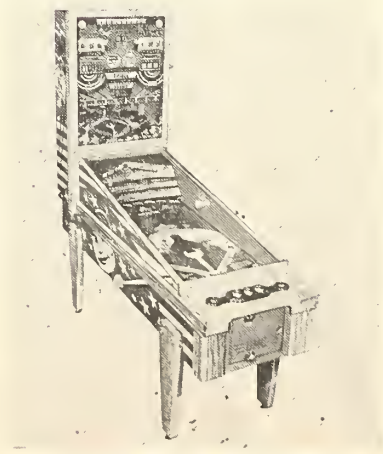
ChiCoin BIG LEAGUE



Genco CHAMPION

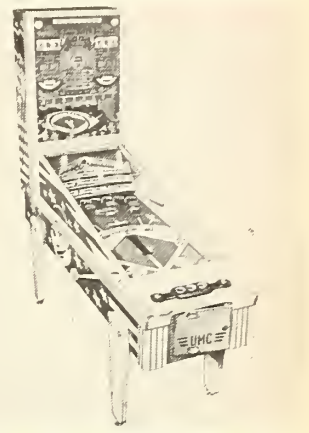


Genco HI-FLY

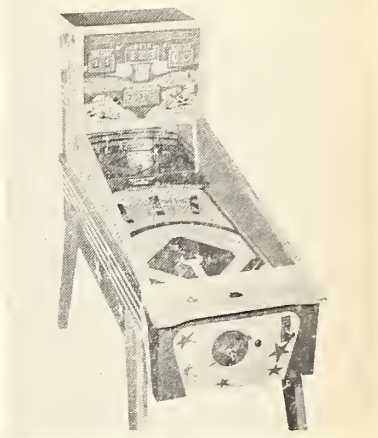


United STAR SLUGGER

BASEBALLS

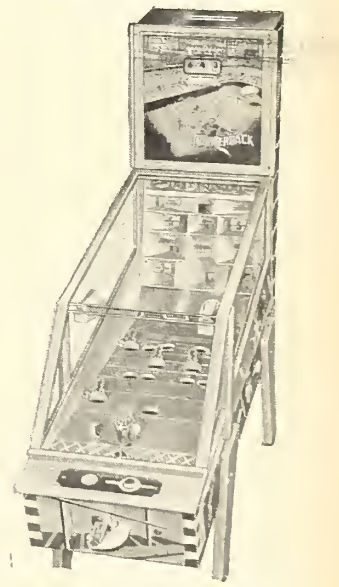


United DELUXE SUPER SLUGGER



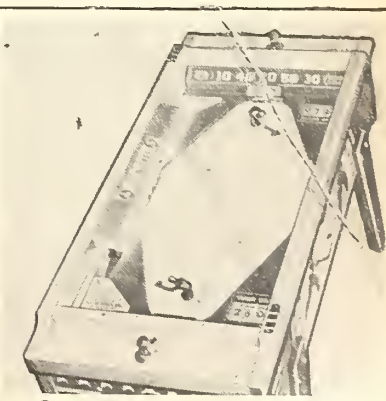
Williams 4 BAGGER

FOOTBALLS



Genco QUARTERBACK

HOCKEYS



ChiCoin TWIN HOCKEY

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

GUNS

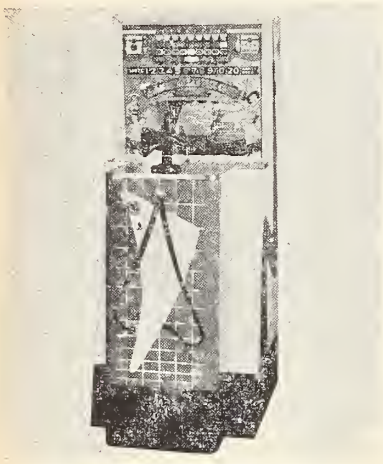
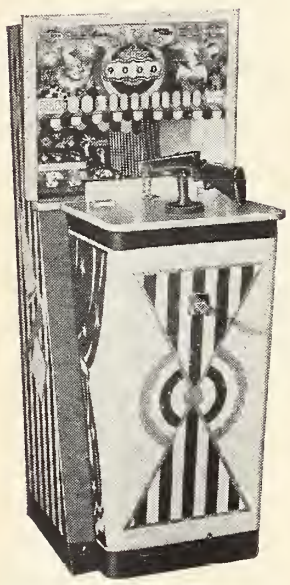
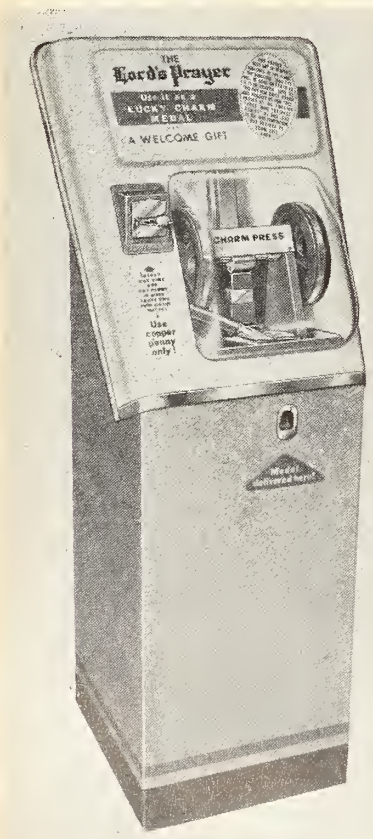


Exhibit TREASURE COVE



Genco SUPER BIG TOP

NOVELTY GAMES

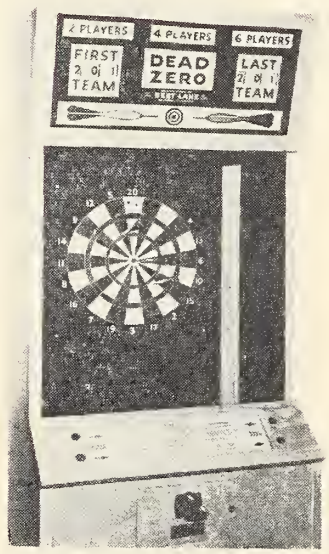


Mutoscope LORD'S PRAYER VENDOR

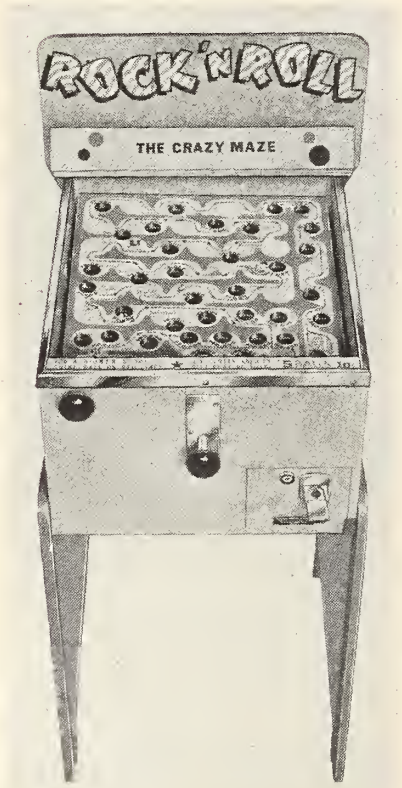
NOVELTY GAMES



ChiCoin STEAM SHOVEL

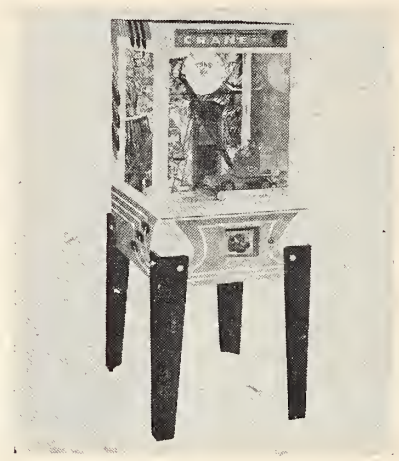


Bert Lane DEAD ZERO

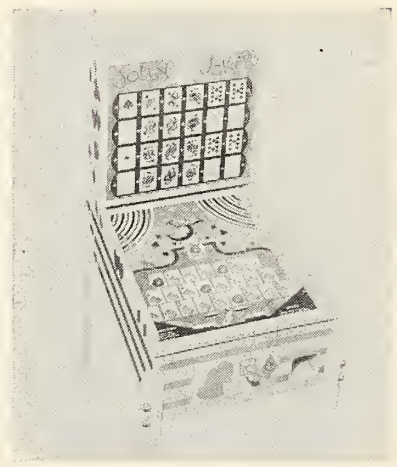


Mutoscope ROCK 'N ROLL

NOVELTY GAMES

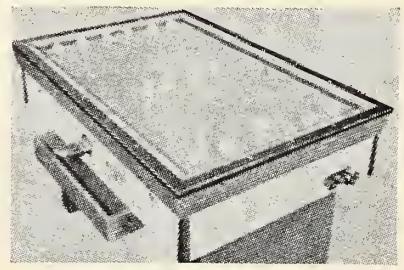


Williams CRANE



Williams JOLLY JOKER

POOL

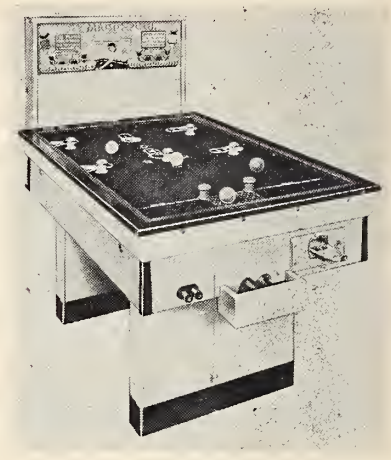


Bally PIN POOL



Bally BOOSTER POOL

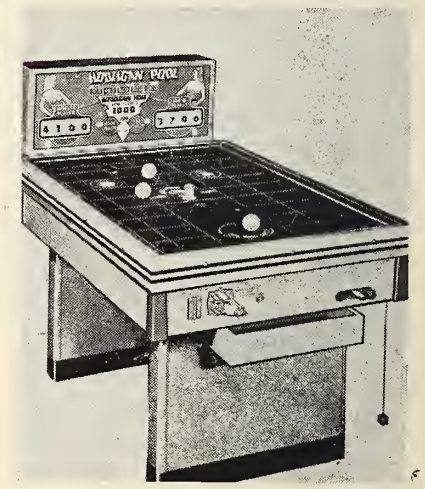
POOL



Bally MAGIC POOL



ChiCoin JUMBO POOL



ChiCoin HOOLIGAN POOL



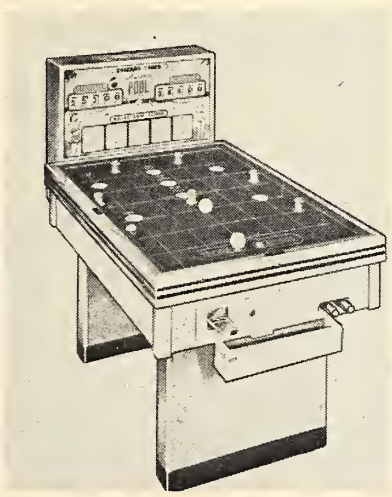
ChiCoin ROTATION POOL

AMUSEMENT MACHINES—JULY, 1955 Thru JUNE, 1956

POOL



ChiCoin CHAMPION POOL



ChiCoin ADVANCE POOL



ChiCoin AUTOMATIC POOL



Exhibit SKILL POOL

POOL

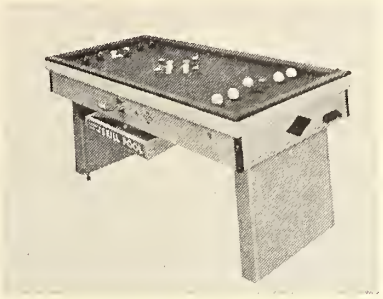


Exhibit SKILL POOL

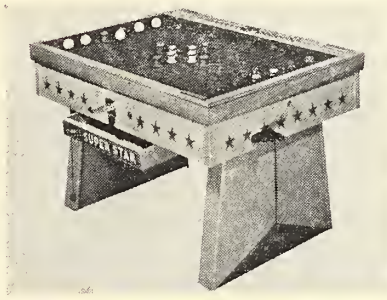


Exhibit SUPER STAR POOL

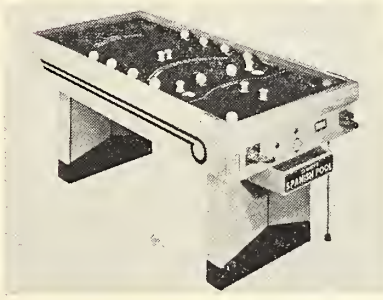
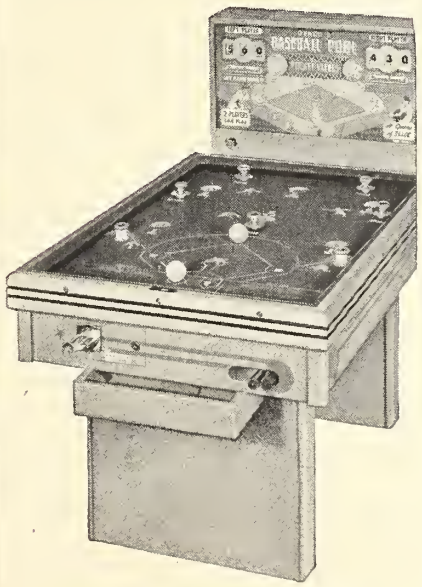
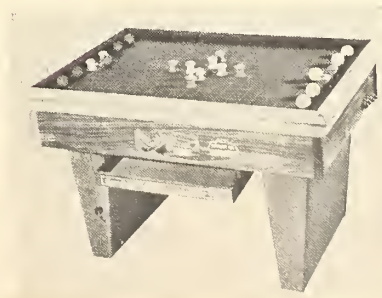


Exhibit SPANISH POOL



Genco BASEBALL POOL

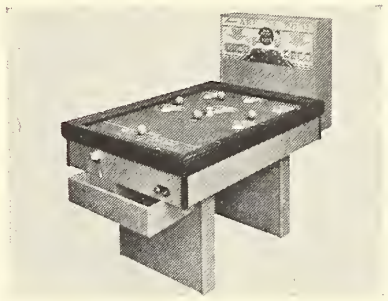


Genco TOURNAMENT POOL

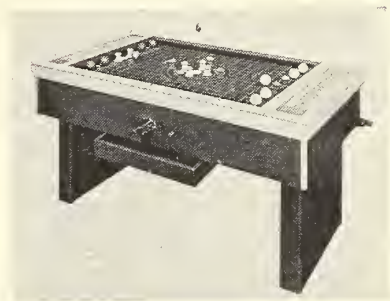
POOL



Genco TOURNAMENT POOL



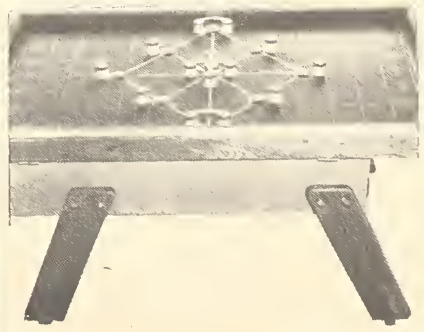
Keeney ARCADE POOL



Keeney FLICKER POOL

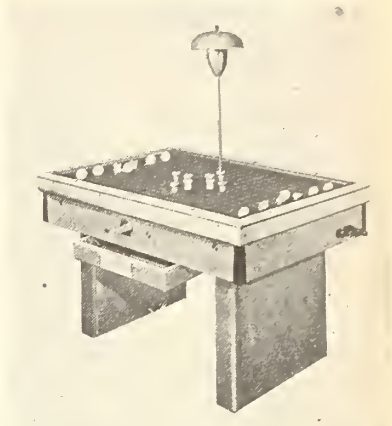


Bert Lane TRIPLE ZERO POOL

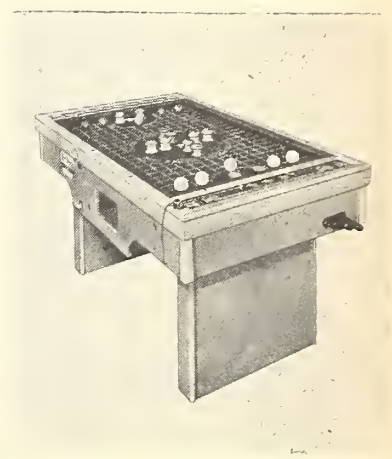


Bert Lane TIC-TAC-TOE POOL

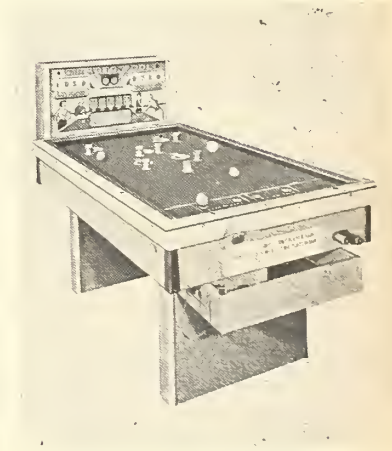
POOL



United CLUB POOL



United HIT POOL



United ROTO POOL



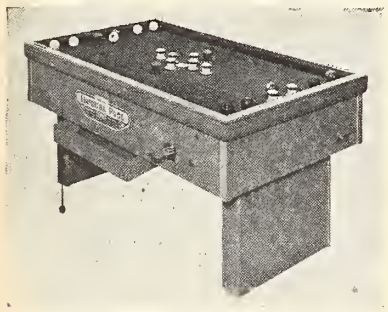
Williams SCORE POOL

Just Wait UNTIL YOU SEE THE Rock-Ola 200

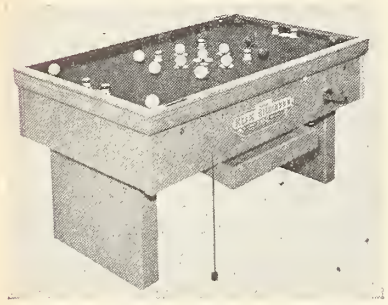
H. Z. VENDING & SALES CO., INC.
1205 DOUGLAS STREET
OMAHA, NEBRASKA

AMUSEMENT MACHINES
JULY, 1955 Thru JUNE, 1956

POOL

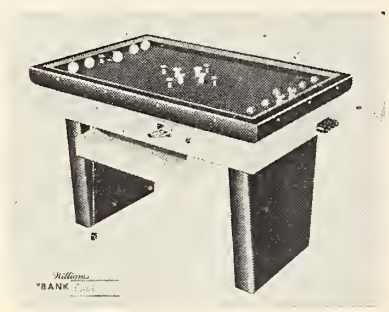


Williams IMPERIAL POOL

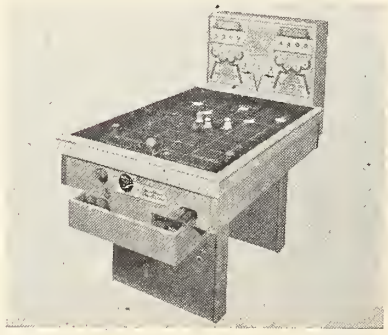


Williams KLIK POOL

POOL



Williams BANK POOL



Williams OLYMPIC POOL

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

BULK
Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Andrews Mfg. Co.
660 S. Rochester Rd.
Clawson, Mich.
Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland, O.
Belvend Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago, Ill.
Bloyd Mfg. Co.
Valley Station, Ky.
Champion Vendors Supply Co.
1119 E Houston St.,
San Antonio, Tex.
Columbus Vending Co.
2005 E. Main St.
Columbus, O.
Ford Gum & Machine Corp.
P. O. Box 510
Lockport, N. Y.
Hawkeye Novelty Co.
1754 E. Grand
Des Moines, Ia.
Northwestern Corp.
Morris, Ill.
Oak Mfg. Co.
11411 Knightsbridge Ave.
Culver City, Calif.
W. G. Parrish, Inc.
822 W. Ohio St.,
Chicago, Ill.
Silver King Corp.
622 Diversey Pkway.
Chicago, Ill.
Victor Vend. Mach. Co.
5701 Grand Ave.
Chicago, Ill.

CANDY BAR
Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Atlas Tool & Mfg. Co.
5147 Natural Bridge
St. Louis, Mo.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Arthur DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Cnn.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

CIGAR
Cigaromat Corp. of America
1315 Walnut St.
Philadelphia, Pa.
Malkin-Illion Co.
396 Coit St.
Irvington, N. J.
Zaug's Modern Vend. Service
411 S. Pearl St.
New London, Wis.

CIGARETTE
A & A Co., Inc.
1133 South Ave.
Plainfield, N. J.
Apco, Inc.
1740 Broadway
New York, N. Y.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Continental Vend. Mach. Corp.
956 Brush Holly Rd.
Westbury, L. I., N. Y.
Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
Eastern Electric, Inc.
70 Prospect St.
New Bedford, Mass.
J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
Lehigh Foundries, Inc.
1500 Lehigh Drive.
Easton, Pa.
Mercury Vendors, Inc.
5209 Euclid Ave.
Cleveland, O.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Superior Mfg. Co.
2144 Ashland Ave.
Evanston, Ill.

COFFEE
American National Dispensing Co. (powder)
4th St. & Cannon Ave.
Lansdale, Pa.
Apco, Inc.
1740 Broadway
New York, N. Y.
Chef-Way, Inc.
527 Southwest Blvd.
Kansas City, Mo.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Coffee-Mat Corp.
174 Malvern St.
Newark, N. J.
Cole Products Corp.
39 S. LaSalle St.,
Chicago, Ill.
Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
J. H. Keeney & Co., Inc.
2600 W 50th St
Chicago, Ill.
Mills Industries, Inc.
4235 W. North Ave.
Chicago, Ill.
Bert Mills Corp.
St. Charles, Ill.
Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
S. & L. Sales, Inc.
314 S. 12th St.
Omaha, Neb.
Silver King Corp.
1529 New York St.
Aurora, Ill.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.
Steel Products Co.
40 Eighth Ave., S.W.
Cedar Rapids, Ia.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

COOKIE
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Lehigh Foundries, Inc.
1500 Lehigh Dr.
Easton, Pa.
Wm. F. Shepherd, Inc.
2604 Woodburn Ave.
Cincinnati, O.
Statler Mfg. Co.
2112 Broadway
New York, N. Y.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

DRINK (bottle)
Atlas Metal Works
P. O. Box 5208
Dallas, Tex.
Atlas Tool & Mfg. Co.
2125 Indiana Ave.
Kansas City, Mo.
General Vending Machine Corp
549 W. Washington Blvd.
Chicago, Ill.
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
S & S Products Co.
P. O. Box 1047
Lima, O.
The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
Vendorlator Mfg. Co.
2550 S. Railroad Ave.
Fresno, Calif.

DRINK (cup)
Apco, Inc.
1740 Broadway
New York, N. Y.
Central Tool Co.
1712 Main St.
Hartford, Conn.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Dr. Pepper Co.
5523 E. Mockingbird Lane
Dallas, Tex.
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
Lennox Mfg. Co.
5000 S. Halstead St.
Chicago, Ill.
Lyon Industries, Inc.
373 4th Ave.
New York, N. Y.
Navenco Mfg. Co.
5608 E. Mockingbird Lane
Dallas, Tex.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.

DRINK (hot and cold)
Apco, Inc.
1740 Broadway
New York, N. Y.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

(continued)

Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
Rudd, Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

FOOD
Aastern Electric, Inc.
70 Prospect St.
New Bedford, Mass.
H. J. Heinz Co.
P.O. Box 57
Pittsburgh, Pa.
J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
Mills Industries, Inc.
4235 W. North Ave.
Chicago, Ill.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

FRUIT (refrigerated)
Frigid Fruit Co.
1303 S. 20th Ave.
Yakima, Wash.
Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.

GUM (1c stick)
Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Northwestern Corp.
900 Armstrong St.
Morris, Ill.
Oak Mfg. Co., Inc.
11411 Knightsbridge Ave.
Culver City, Calif
Pulver Co.
53 Canal St.
Rochester, N. Y.

GUM (5c package)
Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Arthur H DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
Stoner Mfg. Co.
328 Gale St.
Aurora, Ill.

HOSIERY
Lehigh Foundries, Inc.
1500 Lehigh Drive
Easton, Pa.
Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.

ICE CREAM
Atlas Tool & Mfg. Co.
517 Natural Bridge Ave.
St. Louis, Mo.
Belvend Mfg. Co.
122 S. Michigan Ave.
Chicago, Ill.
Fred Hebel Corp.
101 Factory Rd.
Addison, Ill.
Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Salerno's Magic Vend. Co.
813 W. Taylor St.
Chicago, Ill.
Smithco., Inc.
705 Jefferson Bldg.
Peoria, Ill.
Turbo Machine Co.
Lansdale, Pa.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

JUICE
Mills Industries, Inc.
4235 W. North Ave.,
Chicago, Ill.
Roto-Vend
6311 Wilshire Blvd.
Los Angeles, Calif.
Rudd-Melikian, Inc.
1949 N. Howard St
Philadelphia 22, Pa.
Snively Groves, Inc.
P. O. Box 1312
Winter Haven, Fla.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Statler Mfg. Corp.
2112 Broadway
New York, N. Y.
The Welch Grape Juice Co., Inc.
Westfield, N. Y.

MILK
Automatic Products Co.
250 W. 57th St.
New York, N. Y.
Cedar Hill Farms, Inc.
6950 Madisonville Rd.
Cincinnati, O.
Food Engineering Corp.
179 Elm St.
P. O. Box 1026
Manchester, N. H.
Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
Jennings & Co.
4307 W. Lake St.
Chicago, Ill.
Mr. Robot, Inc.
12 E. Grand Ave.
Chicago, Ill.
Norris Dispensers, Inc.
2720 Lyndale Ave.
Minneapolis, Minn.
Refrigeration Eng. Corp.
2215 Kennedy St., N.E.
Montgomery, Minn.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Vendo Co.
7400 E 12th St.
Kansas City, Mo.

PENCIL
Empire Pencil Co.
Shelbyville, Tenn.
Kaye & Co.
2532 West High Ave.
Philadelphia, Pa.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

PHOTO MACHINES
Auto-Photo Co.
1100 E. 33rd St.
Los Angeles, Calif.
International Mutoscope Corp.
44-02 11th St.
Long Island City, N. Y.

POSTAGE STAMP
Commercial Controls Corp.
1 Leighton Ave.
Rochester, N. Y.
Flatto Mfg. Co.
Box 305
Miami, Fla.
Northwestern Corp.
Morris, Ill.
Schermack Products Corp.
1164 W. Baltimore
Detroit, Mich.
J. Schoenbach Co.
1645 Bedford Ave.
Brooklyn, N. Y.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
U. S. Postage Stamp Machine Co.
7420 N. Western Ave.
Chicago, Ill.

POST CARD
Exhibit Supply Co.
4218 W. Lake St.
Chicago, Ill.
International Mutoscope Corp.
44-02 11th St.
Long Island, N. Y.

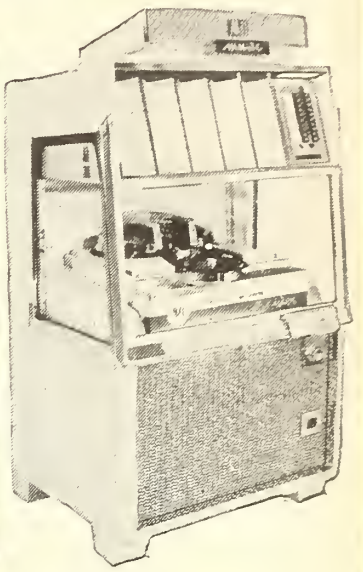
SANDWICH
American Vending Corp.
18 E. Grand Ave.
Chicago, Ill.
Rowe Mfg. Co., Inc.
31 East 17th St.
New York, N. Y.
Rowe Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Timm Industries
5245 W. San Fernando Rd.
Los Angeles, Calif.

SANITARY NAPKIN
Advance Machine Co.
4645 North Ravenswood Ave.
Chicago, Ill.
Hospital Specialty Co.
1991 E. 66th St.
Cleveland, O.
Sanitex Co.
14182 Mevers Rd.
Detroit, Mich.
Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

SCALES
American Scale Mfg. Co.
3206 Grace St., N. W.
Washington, D. C.
J. F. Frantz Mfg. Co.
1940 W. Lake St.
Chicago, Ill.
Hamilton Scale Co.
3350 Secor Rd.
Toledo, O.
Peerless Weighing & Vending Machine Corp.
42-02 11th St.
Long Island City, N. Y.
Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago Ill.
Sparks Specialty Co.
Soperton, Ga.
Watling Mfg. Co.
4640 W. Fulton St.
Chicago, Ill.

You See It Quicker!
You Play It Faster!

AMI G-200



Exclusive Distributors For AMI

STEEL MUSIC COMPANY

218 EAST PARRISH ST.

DURHAM, NO. CAR.

Serving manufacturers of vending machines and amusement games with individualized advertising campaigns since 1932

KENNEDY & COMPANY
Advertising

100 East Ohio Street, Chicago 11, Illinois
(Tel.: SUperior 7-5640)

Congratulations And Best Wishes

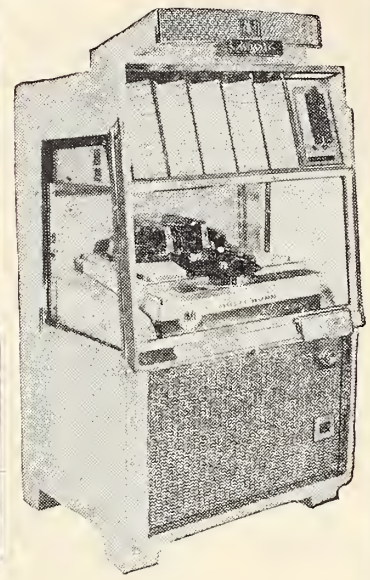
PHIL ROBINSON

Regional Representative for CHICAGO COIN MACHINE CO.

2992 W. Pico Blvd. Los Angeles 6, Calif.

You See It Quicker!
You Play It Faster!

AMI
G-200



Exclusive Distributors For AMI

HUBER DISTRIBUTING CO.

1118 HOWARD ST.,

SAN FRANCISCO 3, CAL.

WURLITZER
Centennial
Model
2000



200 Selection Phonograph

Will OUTEARN . . .
and OUTPERFORM
any other make or model phonograph

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

THE SOUTH'S BEST SELECTION OF COIN MACHINES

BUSH DISTRIBUTING CO.
286 N.W. 29TH ST.
MIAMI 37, FLA.

OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA

Congratulations
to Bill Gersh and The Cash Box
on your 14th Anniversary

The Best Buy For Coin Machine News

FOR THE BEST BUY IN BINGOS or BOWLERS
AND CLUB EQUIPMENT

Call or Write

MICKEY ANDERSON

314 EAST 11th STREET, ERIE, PA. (PHONE: 5-7549)

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

AND THEIR PRODUCTS

(Listed Alphabetically)

A

A & A Co., Inc.
1133 South Ave., Plainfield, N. J.
(Cigarette Vendor

Abbey Mfg. Co.
5553 Easton Ave., St. Louis, Mo.
(Bulk Vendors)

A. B. C. Popcorn Co.
3441 W. North Ave., Chicago, Ill.
(Popcorn Vendor)

A. B. T. Mfg. Co.
715 N. Kedzie Ave., Chicago, Ill.
(Coin Mechanisms, Pistol Mach.)

Advance Machine Co.
4645 N. Ravenswood Ave., Chicago, Ill.
(Bulk, Gum, Candy Vendors)

Alkuno & Co., Inc.
408 Concord Ave., New York, N. Y.
(Candy and Gum Vendors)

Ald, Inc.
3406 N. Lincoln Ave., Chicago, Ill.
(Laundry)

American National Dispensing Co.
Lansdale, Pa.
(Coffee Vendor)

American Scale Mfg. Co.
3206 Grace St., N. W., Washington, D. C.
(Scale)

American Simplex Co.
167 S. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—bottle)

American Vending Corp.
18 E. Grand Ave., Chicago, Ill.
(Sandwich Vendor)

Andrews Mfg. Co., Inc.
660 S. Rochester Rd., Clawson, Mich.
(Bulk Vendors & Comb Vendors)

Apco, Inc.
1740 Broadway, N. Y., N. Y.
(Drink Vendor, Coffee Vendor, Combination Soda-Coffee Vendor)

Aspir-Vend Co.
328 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)

Atlas Mfg. & Sales Corp.
12220 Triskett Rd., Cleveland, O.
(Bulk and Popcorn Vendors)

Atlas Metal Works
Dallas, Tex.
(Drink Vendor—Bottle)

Atlas Tool & Mfg. Co.
2125 Indiana Ave., Kansas City, Mo.
(Candy Bar, Ice Cream, and Soft Drink Bottle Vendors)

Automatic Products Co.
250 W. 57th St., New York, N. Y.
(Cigarette, Milk, Hot Drink and Soft Drink Vendors)

Auto-Photo Co.
1100 E. 33rd St., Los Angeles, Calif.
(Photograph Machine)

B

Belvend Mfg. Co., Inc.
122 S. Michigan Ave., Chicago, Ill.
(Bulk, Candy Bar and Ice Cream Vendors)

Blovd Mfg. Co.
Valley Station, Ky.
(Bulk Vendors)

C. C. Bradley & Son
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)

C

Cavalier Corp.
343 W. 1st St., Chattanooga, Tenn.
(Drink Vendor—Cup)

Cedar Hill Farms, Inc.
6950 Madisonville Rd., Cincinnati, Ohio
(Milk Vendor)

Central Tool Co.
1712 Main St., Hartford, Conn.
(Drink Vendor—Cup)

Champion Vendors Supply Co.
1119 E. Houston St., San Antonio, Tex.
(Bulk Vendors)

Cigaromat Corp. of America
1315 Walnut St., Philadelphia, Pa.
(Cigar Vendor)

Coan Mfg. Co.
2070 Helena St., Madison, Wis.
(Coffee, Candy Bar, Cigarette, Soft Drink Vendors)

Coffee-Mat Corp.
888 North Ave., Elizabeth, N. J.
(Coffee Vendor)

Cole Products Corp.
39 S. La Salle St., Chicago, Ill.
(Soft Drink [cup] Vendor)

Columbus Vending Co.
2005 E. Main St., Columbus, O.
(Bulk Vendor)

Commercial Controls Corp.
1 Leighton Ave., Rochester, N. Y.
(Stamp Vendor)

Continental Vend. Mach. Corp.
956 Brush Holly Rd., Westbury, L.I., N.Y.
(Cigarette Vendor)

D

F. B. Dickinson & Co.
Des Moines, Ia.
(Ice Vendor)

Dr. Pepper Co.
5523 E. Mockingbird La., Dallas, Tex.
(Drink Vendor—Cup)

Arthur H. DuGrenier, Inc.
Haverhill, Mass.
(Candy, Gum and Cigarette Vendors)

E

Eastern Electric, Inc.
70 Prospect St., New Bedford, Mass.
(Cigarette, Food Vendors)

Electronic Devices
1120 S. Michigan Ave., Chicago, Ill.
(Telescope Machine)

Exhibit Supply
4218 W. Lake St., Chicago, Ill.
(Card Vendor)

F

Fielding Mfg. Co.
258 W. Pearl St., Jackson, Mich.
(Bulk Vendor)

Flatto Mfg. Co.
Box 305, Miami, Fla.
(Stamp Vendor)

Food Engineering Corp.
Manchester, N. H.
(Milk Vendor)

Ford Gum & Machine Co., Inc.
Lockport, N. Y.
(Ball Gum Vendor)

J. F. Franz Mfg. Co.
1946 W. Lake St., Chicago, Ill.
(Scales)

Frigid Fruit Co.
1303 S. 20th Ave., Yakima, Wash.
(Fruit Vendor)

Fruit-O-Matic Mfg. Co.
Box 28, Glendale, Calif.

G

General Electric Co.
Lamp Division, Nela Park, Cleveland, O.
(Lamps)

General Vending Corp.
549 W. Washington Blvd., Chicago, Ill.
(Soft Drink (bottle) Vendor)

Guardian Electric Mfg. Co.
1621 W. Walnut St., Chicago, Ill.
(Coin mechanisms, vending machine parts)

H

Hamilton Scale Co.
3350 Secor Rd., Toledo, O.
(Scales)

Hawkeye Novelty Co.
1754 E. Grand Ave., Des Moines, Ia.
(Bulk and Popcorn Vendors)

Fred Hebel Corp.
101 Factory Rd., Addison, Ill.
(Ice Cream Vendor)

H. J. Heinz Co.
P.O. Box 57, Pittsburgh, Pa.
(Canned Food Vendor)

Hospital Specialty Co.
1991 E. 66th St., Cleveland, O.
(Sanitary Napkin Vendor)

Hultz Vendors, Inc.
1108 E. Jackon St., Springfield, Ill.
(Coin Conversion Units)

I

Ideal Dispenser Co.
509 S. McClum St., Bloomington, Ill.
(Soft Drink and Milk Vendors)

Ideal Weighing Machine Co.
1501 DeLong St., Los Angeles, Cal.
(Scales)

Indevco, Inc.
806 E. 141st St., Bronx, N. Y.
(Coffee Vendor)

International Mutoscope Corp.
44-02 Eleventh St., Long Island City, N. Y.
(Book, Magazine, Post Card Vendors—Photograph and Voice Recording Machines)

J

Jennings & Co.
4307 W. Lake St., Chicago, Ill.
(Milk Vendor)

Jo-Lo Perfumatic
328 Stevens Ave., Jersey City, N. J.

K

J. H. Keeney & Co.
2600 W. 50th St., Chicago, Ill.
(Coffee, Cigarette, Soup, Snack Vendors)

L

Lehigh Foundries, Inc.
1500 Lehigh Drive, Easton, Pa.
(Cigarette and Hoisery Vendors)

Lennox Mfg. Co.
5000 S. Halstead St., Chicago, Ill.
(Cup Beverage Vendor)

Lincoln-Boyle Co.
4628 N. Greenview, Chicago, Ill.
(Ice Vendor)

Lyon Industries, Inc.
373 Fourth Ave., New York, N. Y.
(Soft Drink (cup) Vendor)

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

AND THEIR PRODUCTS

(Listed Alphabetically)

(continued)

M

Malkin-Illion Co.
396 Coit St., Newark, N. J.
(Cigar Vendors)

Mercury Vendors, Inc.
5209 Euclid Ave., Cleveland, O.
(Cigarette Vendor)

Bert Mills Corp.
St. Charles, Ill.
(Coffee and Tea Vendors)

Mills Industries, Inc.
4235 W. North Ave., Chicago, Ill.
(Coffee, Hot Food, Juice Vendors)

Mr. Robot, Inc.
12 E. Grand Ave., Chicago, Ill.
(Bulk Milk Vendor)

N

National Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
(Coin Mechanisms)

National Vendors, Inc.
5055 Natural Bridge, St. Louis, Mo.
(Candy and Cigarette Vendors)

Navenco Mfg. Co.
5608 E. Mockingbird Lane, Dallas, Tex.

Norris Dispensers, Inc.
2720 Lyndale Ave., Minneapolis, Minn.
(Package Milk Vendor)

Northwestern Corp.
Morris, Ill
(Bulk, Gum and Stamp Vendors)

O

Oak Mfg. Co.
11411 Knightsbridge Ave., Culver City, Cal.
(Bulk and Gum Vendors)

P

W. G. Parrish, Inc.
822 W. Ohio St., Chicago, Ill.
(Bulk Vendor)

Peerless Weighing & Vend. Mach. Corp.
42-02 11th St., Long Island City, N. Y.
(Scales)

Perfumatic of Canada, Ltd.
561 Eglinton Ave. W., Toronto, Canada
(Perfume Spray Vendor)

Pulver Co.
53 Canal St., Rochester, N. Y.
(Gum Vendor)

R

Rec-O-Mat Co.
4532 Ben Ave., N. Hollywood, Cal.
(Phono Record Vendor)

Refrigerated Equipment Sales Corp.
19 W. 44th St., New York, N. Y.
(Packaged Ice Cube Vendor)

Refrigeration Eng. Corp.
2215 Kennedy St., N.E., Montgomery, Minn.
(Milk Vendor)

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave., Chicago, Ill.
(Scales)

Roover Bros., Inc.
3611 14th Ave., Brooklyn, N. Y.
(Name Plate Machine)

Roto-Vend
6311 Wilshire Blvd., Los Angeles, Calif.
(Juice Vendor)

Rowe Mfg. Co., Inc.
31 E. 17th St., New York, N. Y.
(Cigarette, Ice-Cream, Candy, Milk, Sandwich and Cake Vendors)

Rowe Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Cup Beverage, Candy, Cigarette, Milk, Pastry, Sandwich, Ice Cream Vendors)

Rudd-Melikian, Inc.
1949 N. Howard St., Philadelphia, Pa.
(Coffee Vendor)

S

S & L Sales, Inc.
314 S. 12th St., Omaha, Neb.
(Coffee Vendor)

S & S Products Co.
P. O. Box 1047, Lima, O.
(Drink Vendor—Bottle)

Salerno's Magic Vend. Co.
813 W. Taylor St., Chicago, Ill.
(Ice Cream Vendor)

Sanitex Co.
14182 Meyers Rd., Detroit, Mich.
(Sanitary Napkin Vendor)

Sattley Co.
657 Mt. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)

Selectivend Corp.
1820 Wyandotte Ave., Kansas City, Mo.
(Soft Drink (bottle) Vendor)

Shipman Mfg. Co.
1326 S. Lorena St., Los Angeles, Cal.
(Candy, Cookie, Gum, Hot Nut, Card and Stamp Vendors)

Silver King Corp.
1529 New York St., Auroro, Ill.
(Bulk and Hot Nut Vendors)

Smithco, Inc.
705 Jefferson Bldg., Peoria, Ill.
(Ice Cream Vendor)

Snively Groves, Inc.
P. O. Box 1312, Winter Haven, Fla.
(Juice Vendor)

Sparks Specialty Co.
Soperton, Ga.
(Scales)

Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Soft Drink (Cup) and Juice Vendors)

Square Mfg. Co.
1251 S. Michigan Ave., Chicago, Ill.
(Coffee Vendor)

Statler Mfg. Co.
2112 Broadway, New York, N. Y.
(Cookie and Juice Vendors)

Steel Products Co.
40 8th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)

Stoner Mfg. Corp.
328 Gale St., Aurora, Ill.
(Coffee, Cookie, Candy and Gum Vendors)

Superior Mfg. Co.
2144 Ashland Ave., Evanston, Ill.
(Cigarette Vendor)

T

Telecoin Corp.
12 E. 44th St., New York, N. Y.
(Laundry Machine and Juice Vendor)

Thermo-Cuber, Inc.
2124 N. Southport St., Chicago, Ill.
(Ice Vendor)

Timm Industries
5245 W. San Fernando Rd., Los Angeles, Cal.
(Sandwich Vendor)

Turbo Machine Co.
Lansdale, Pa.
(Ice Cream Vendor)

U

U. S. Postage Stamp Mach. Co.
7420 N. Western Ave., Chicago, Ill.
(Stamp Vendor)

V

Veeder-Root, Inc.
70 Sargeant St., Hartford, Conn.
(Coin Mechanisms)

Vend-Ice Corp.
2165 Newton Ave., San Diego, Cal.
(Ice Vendor)

Vendo Co.
7400 E. 12th St., Kansas City, Mo.
(Soft Drink (bottle), Ice Cream and Coin Changers, Milk)

Vendorlator Mfg. Co.
2550 S. Railroad Ave., Fresno, Calif.
(Drink Vendor—Bottle)

Vend-Rite Mfg. Co.
1536 N. Halsted St., Chicago, Ill.
(Cookie and Kleenex Vendors)

Victor Vending Machine Corp.
5701 Grand Ave., Chicago, Ill.
(Bulk Vendors)

W

Watling Mfg. Co.
4650 W. Fulton St., Chicago, Ill.
(Scales)

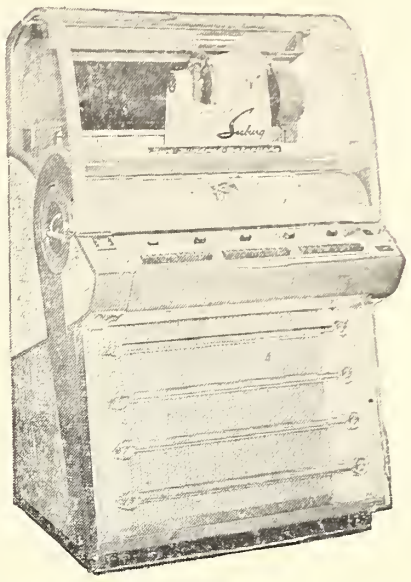
Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh, Pa.
(Soft Drink Vendor)

Z

Zaug's Modern Vend. Service
411 S. Pearl St., New London, Wis.
(Cigar Vendor)

SEEBURG *Leadership*

THE SEEBURG V-200 . . .
the world's first dual music system



SHAFFER MUSIC CO.

In The Coin Machine Business Over 25 Years

COLUMBUS, OHIO
849 N. High St.
AXminster 4-4614

CINCINNATI, OHIO
1200 Walnut St.
MAin 1-6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571

Congratulations "Cash Box"
on your 14th Anniversary
from
America's Largest Penny Games
Manufacturer

J. F. FRANTZ MANUFACTURING CO.

1940 W. LAKE ST., CHICAGO 12, ILL. (Tel.: TAylor 9-2399)

MANUFACTURERS OF

BAKER KICKER & CATCHER • ABT CHALLENGER
ABT GUESSER SCALE • PACE ARISTO SCALE
ABT RIFLE SPORTS GALLERY

Full line of parts on hand at all times. Repairs and reconditioning on all ABT equipment.

Our Sincerest and Warmest

Congratulations

to our industry's most outstanding and most faithful publication

The Cash Box

from the entire membership of the

PHONOGRAPH MERCHANTS ASSN.

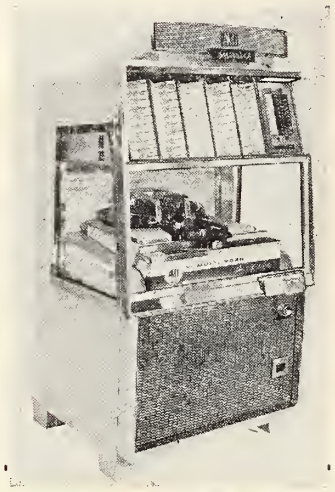
HOLLENDEN HOTEL • CLEVELAND, OHIO


Geo. George

You See It QUICKER
You Play It FASTER


Roy Monroe

AMI
G-200



Exclusive Distributors For:
AMI, INC.
CHICAGO COIN MACHINE CO.
GENCO MFG. & SALES CO.
EXHIBIT SUPPLY CO.

Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : SUperior 1-4600)

Need Grows For:
CLOSER COOPERATION BETWEEN OPS AND LOCATION OWNERS

By Helping Locations Gain Greater Patronage, Ops Help Themselves

CHICAGO — Thruout the nation there is a growing need for closer cooperation between operators and their location owners.

It is well known everywhere in the trade today that the days of just plugging in a machine and coming around to collect are all over.

A definite return to the days of greater sales promotion are now necessary, leaders report, and state that operators should quickly awaken to this serious fact.

Many noted leaders have reported that the operators are still depending most completely on the machine itself to bring in excellent returns.

They claim that the operators should make it their business to learn how they can help the locations to enjoy greater patronage.

As they point out, the operators, themselves, will then enjoy greater income.

One well known operators' association leader says:

"All play action is based on a certain percentage of the peoples who patronize a location.

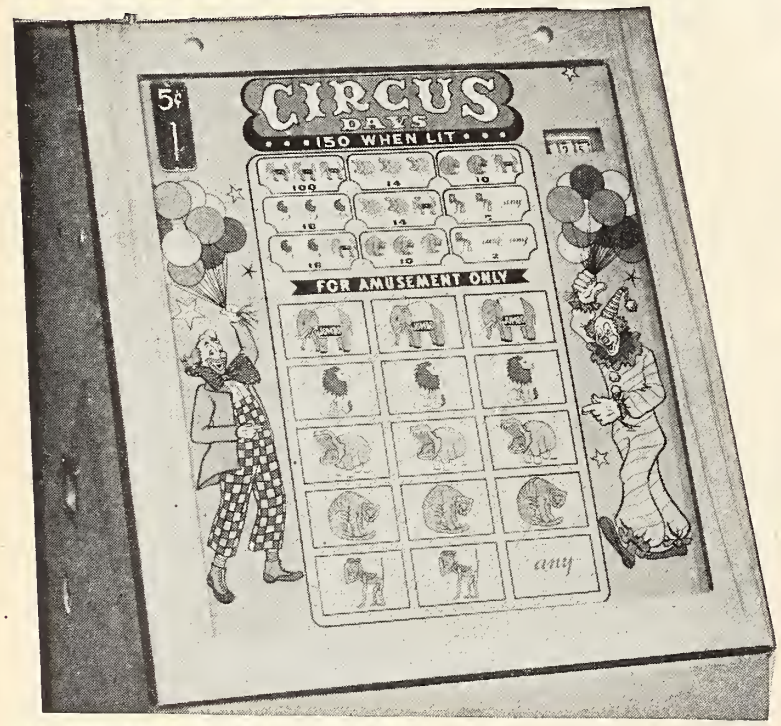
"To increase this percentage, and to also help bring more patrons into the place, is the operator's as well as the location owner's job.

"If the operator will, therefore, cooperate with the location, there is bound to ensue greater patronage and both will be able to enjoy better income.

"By the operator neglecting to cooperate with the location owner he is simply neglecting his own business interests", this leader concluded.

The locations are fighting hard for patronage. By helping the location owner to better popularize his place and, thereby, gain greater traffic, then the operator has a much better opportunity to increase income from his equipment.

CIRCUS
NEW FEATURES!!
NEW SKILL!!
NEW SCORING!!



UNITED DISTRIBUTING CO.
800 SO. 18th ST.
MATTOON, ILL.
(Tel.: 8533)

CITY OPERATORS FORESEE LOCATION SWITCHING TO SUBURBAN AREAS

Experts Report 37% of Present Big City Populations Now Live In Suburbs Predict Over 44% of City Dwellers Will Switch To Suburban Life By 1970

CHICAGO — Operators in this second largest city in the nation, and in all other big cities, are being faced with the fact that they must continue to spread out their operations if they are going to continue to enjoy top income.

The fact remains that about 37% of all big city populations now reside in the suburbs and use the city for their working headquarters.

By 1970 experts believe that over 44% of the big city populations will reside in the suburbs.

This trend is already being catered to by the larger retail merchandisers.

The department and chain stores have eben spreading out ever further along the highways.

With more new highways being built there is no doubt that the shopping centers will pull thousands of more people into these areas.

This means that, with thousands of people moving away from the big cities operators, too, must move to meet them wherever the people have the time to relax and enjoy themselves.

Smaller retail merchants have already started to move to the suburbs in many areas.

They are being followed by the intelligent operators who must prepare themselves to be able to handle this movement away from the large cities.

WANTED
SEEBURGS
Models A - B - C - R
ALSO LATE FIVE-BALLS
PURVEYOR DISTRIB. CO.
4322-24 N. WESTERN AVENUE
CHICAGO 18, ILLINOIS
Tel.: JUniper 8-1814

Once Again:

Harry S. Lavine Takes Us Down Memory Lane



HARRY S. LAVINE

OIL CITY, LA.—Over the past few months **The Cash Box** has published several items detailing the experiences of our good friend, Harry S. Lavine, this city, who has spent some 58 years in the coin machine business.

Once again, Lavine dips back thru the years, and gives the industry some of the highlights of his career, which we know our readers will enjoy because of its historical significance.

"My initial experience in the industry was in 1898", relates Lavine, "when I owned an ice cream parlor on Ninth Street and a billiard parlor in the Webb C. Ball Building on Superior Street, in downtown Cleveland, Ohio. In connection with the operation of these parlors, I purchased and operated a few fortune telling and drop-picture machines, scales and some small five-reel machines (the reels of which bore various emblems of a card deck and entitled the player to various prizes on lining up winning combinations. Prizes were handed out over the counter.)

"In 1899 I disposed of my businesses and went to Buffalo, N. Y., where, when the Buffalo Exposition opened in 1900, I operated a few concessions and became interested, as a spectator, in a penny arcade on the main street of Buffalo and operated by Marx and Wagner.

"In the latter part of 1900, I returned to Cleveland to open an arcade of my own. I purchased a Mutoscope parlor, then operating in Cleveland, and added a variety of arcade machines. At the same time I became interested in, purchased and began operating, automatic musical instruments, including the Binghamton Endless Roll Piano, Peerless Endless Roll Piano, Wurlitzer's Tonophone and Pianino, the Automatic Banjo, the Automatic Harp, a musical instrument made by the DeKleist Music Company, North Tonawanda, N. Y. (which I believe was later acquired by Wurlitzer), and scales, including the large all-iron National Scale, and a talking scale which called out the weight. As a sidelight, I recall that when I returned to Cleveland from Buffalo, there was a store in Cleveland operating Edison phonographs with cylinder records to which the patrons listened thru ear-tubes, and Edison picture machines with endless celluloid tape. This business folded up after a short time. As far as I am aware, I believe I operated the first penny arcade in Cleveland.

"The coin operated automatic piano soon became my main business, and I commenced branch operations in Toledo, Sandusky, Cedar Point, Akron, Ashtabula, Conneaut Harbor and various places in-between. I believe I operated about every kind of automatic musical instrument and arcade device obtainable in the United States. Incidentally, during this time, a very considerable portion of my piano purchases were made from the various piano manufacturers in Chicago who manufactured pianos with coin-operated re-roll mechanisms. I also did considerable business in Chicago with the late Frank Myers who made printed matter for amusement machines, and later became The Exhibit Supply Company.

"When the Volstead Act went into effect, my piano operations were seriously crippled. So, looking about for new fields, I moved South. First to Little Rock, Arkansas. Then to New Orleans, Louisiana. But the competition (I should say opposition) was so firmly entrenched in those towns that my stay there was short lived. I then moved to Shreveport, Louisiana, and began operating there and in the adjoining areas. Not long thereafter. I became interested in nearby Oil City, Louisiana, an oil field town as the name would indicate. Money there was plentiful and the people were not adverse to spending it. Naturally, I moved to Oil City where I have since remained. Where I had been operating pianos in the North at 5¢ a tune—here in Oil City the people willingly paid 25¢ a tune, and in some locations, I kept all the receipts, the location owner being satisfied just to have a piano in his place. Of course, it wasn't too long before competition changed that picture. The 'one-lung' electric light plant in Oil City gave only spasmodic service, and since I needed steady electric service in my business, I purchased and installed a light plant. Incidentally one of my 'electric' customers was radio station KWKH, located about 7 miles from Oil City, owned by K. W. Henderson, which station gained nation-wide prominence years ago in its fight against the Chain Stores and was known thruout the United States as the 'Hello World' broadcasting station in the early days of radio. I sold the light plant after operating it a number of years.

"The advent of the modern automatic phonograph killed the automatic piano business. Of course, I got into the automatic phonograph business, and am still in it. I dismantled the coin chutes and automatic mechanisms from the pianos and donated all the pianos to various churches and schools.

"In the early days of my operation in the North, the only dependable transportation was the horse and buggy, since automobiles were not in common use and were troublesome. The interurban and railroad trains were O. K. for travel to places on their lines, but away from those places, in between and off the beaten path, nothing but 'old Dobbin' would do. I made my route many times during the winter months in Cleveland and nearby areas wearing the warmest raiment obtainable, carrying heated bricks wrapped in burlap to keep my feet warm, and sometimes a kerosene heater—all in freezing and near-zero weather, and in a horse and buggy conveyance.

"When I came South I was able to use an automobile, then in more general use, to make my routes. However, except for a few main highways, a considerable portion of my routes were wagon roads and so-called 'pig trails' with clay bed called 'gumbo', which when first wet by rain, was 'slick as a greased pig', and after a rain soaking was ideal for 'bogging down'. I've had to sleep in my car many times at night after bogging down. Then the next morning had to get a team of horses to pull the car out. With today's roads, however. things of that sort are rare. Anyhow, back in those early days I set out on my route equipped with rope, chains, axe, shovel, pick, etc., and looked like I was heading for the 'Klondike'.

"One of the real good things about the 'good old days' in the operation of games was the fact that there were no licenses, taxes or legal barriers to contend with. Today, as we're all painfully aware, 'she ain't what she used to be' in that respect."

Just Wait UNTIL YOU SEE THE Rock-Ola 200

HUEY DISTRIBUTING CO.
335 HUEY P. LONG AVE.
GRETNA, LOUISIANA

MUNVES HAS THE WORLD'S LARGEST SELECTION OF ARCADE MACHINES
Four large floors of Munves' Factory Reconditioned Equipment—Works and Looks LIKE NEW!
CONGRATULATIONS TO "The Cash Box" ON ITS 14th ANNIVERSARY
MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677
44 YEARS SERVICE • EST. 1912
JUST OFF THE PRESS
1956 Catalog
SEND FOR YOUR COPY

Congratulations
Bill and Joe
On the 14th Anniversary
of THE CASH BOX
from
NEW JERSEY'S LEADING COIN MACHINE DISTRIBUTOR
IRVING MORRIS, Inc.
47 Stanton Street
Newark 5, New Jersey
All Phones BI 3-4300

Just Wait UNTIL YOU SEE THE Rock-Ola 200

ROBINSON DISTRIBUTING CO.
301 EDGEWOOD AVE., S.E., ATLANTA, GA.
(All Phones: JAckson 4-5207)

• IMPORTERS •
We Have 20 Years' Experience in
Export Sales • Export Shipping • Export Financing
NOW SHIPPING:
- Seeburg M 100A, M 100B, M 100C
- AMI E-120, E-80, F-80, F-120
- Wurlitzer Late Models
- Rifle Games — Gottlieb Games

CABLE FOR OUR LOW CIF PRICES
We Are Distributors For:
AMI, Genco, Bally, Keeney, Gottlieb
and other leading Manufacturers
Cable Address: BAGERSAL LOS ANGELES
BADGER SALES COMPANY, INC.
2251 WEST PICO BLVD. LOS ANGELES 6, CALIFORNIA

MUSIC GUILD OF NEBRASKA
PRESENTS
"The Nebraska Juke Box Show"
SEPTEMBER 22 and 23, 1956
BLACKSTONE HOTEL, OMAHA
With South Dakota, Iowa, Missouri
and Kansas *Participating*

ATTENTION !
If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

OJO !
Si desean informes respecto a máquinas accionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria da máquinas accionadas por monedas.

ACHTUNG !
Falls Sie Auskunft über jede Art von Münzautomaten amerikanischer Herstellung wünschen, schreiben Sie doch bitte an "The Cash Box"—die Sachverständigen der Münzautomatindustrie.

ATTENTION:
Si vous avez besoin de renseignements sur n'importe quelle machine a distribution automatique, de fabrication américaine, écrivez a "The Cash Box"—qui font autorité dans l'industrie de la machine à distribution automatique.

THE CASH BOX
26 WEST 47th STREET
NEW YORK 26, NEW YORK

A Suggestion By "The Cash Box" For:

Automatic MUSIC Programming

With automation here the time has arrived for this industry to also enjoy its benefits.

Therefore the following suggestion is being offered by this publication for whatever the automatic music industry believes it is worth.

Automatic music programming, it is the belief of *The Cash Box*, can be of tremendous import in stimulating better profits for music operators.

Today's automatic phonograph features extremely highly developed electronics.

There is much more ingenious electro-mechanics in today's automatic phono than in most manually operated machines of a similarly intricate nature, whether these be automatic office, service or general manufacturing equipment.

Automatic music programming would probably have to appear on entirely new phonographs. It would simply mean that the top ten tunes would be automatically lighted by the number of plays made for ten certain recordings during each day by the players themselves.

Whether the phono features 100 or 200 selections would not be of any consequence. Instead, what would decide the lighted top ten (in an attractive and easy to see color, such as a pastel rose or a shaded amber) would actually be the highest number of plays made for ten recordings during the day by the players themselves.

In short, as the players patronized one top tune, this tune, after receiving a certain number of plays (the minimum to be set by the operator to fit the individual location), would then become a candidate for a special lighted title strip.

As ten such tunes were played, one having 45 plays, another 40, still another 35, and so forth, the lights would go on for these three tunes and, following down the line to the least numbered of the ten, all ten tunes would automatically light up for that day.

The least played of these tunes, No. 10, would have, for example, 25 plays.

Should another tune, during the very same day receive 26 plays, the former No. 10 light would automatically go off and the new No. 10 would light up.

If, for example, another recording received 26 plays then it, too, would light up. The phono, instead of ten tunes, would now feature 11 top tunes, due to the tie for tenth place.

A special lighted display in the programming portion of the phono would then report: "The 11 Top Tunes Played Today Are All Lighted".

Formerly this lighted display portion of the programming arrangement would, instead, have read: "The 10 Top Tunes Played Today Are All Lighted".

These top tunes, if no other recording received more plays, would remain lighted and would carry over to the next day.

Should the next day find players inserting coins for other recordings these new tunes would automatically be lighted. The former day's least played records would be darkened and replaced with the number of new tunes surpassing the play of the former day's recordings.

This would tend to increase interest in the phono. Players would stop to look at the lighted portions of the program to see which records were the top ten for each day.

It would also give the operator a most complete and absolutely correct tally of his top moneymaking recordings.

It would bring automation to the phono in such fashion that the interest from the public would certainly arouse the press, radio and TV and, thereby, bring about even greater play action.

What do you think of this suggestion for electronic "automatic music programming"?

CONGRATULATIONS

from

SIERRA DISTRIBUTORS

2775 W. Pico Blvd.

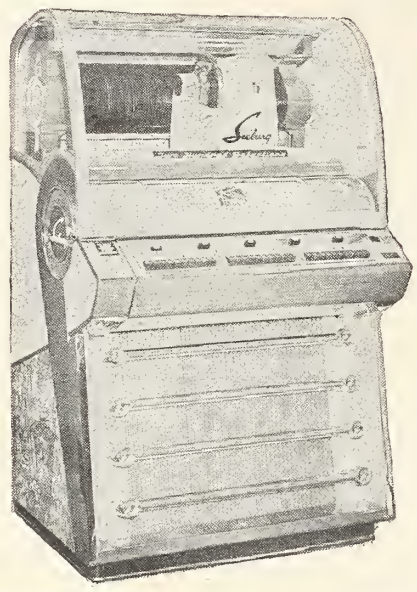
Los Angeles, Calif.

Phone: REpublic 1-6371

A *Complete* One-Stop.
Wurlitzer Distributors
for
Southern California &
Southern Nevada

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors For J. P. Seeburg Corp.

SAMMONS—PENNINGTON CO.
1049 UNION AVENUE
MEMPHIS, TENN.

Just Wait UNTIL YOU SEE THE Rock-Ola 200

GERMAN OPERATORS
See A. W. ADICKES at
NOVA
APPARATE-GESELLSCHAFT M.B.H.
24, SEMPERSTRASSE • HAMBURG 39, GERMANY

Winnipeg C. M. Co. Appointed AMI Distrib. In Canada

To Cover Provinces Of Manitoba & Saskatchewan

WINNIPEG, CANADA—The Winnipeg Coin Machine Company, this city, has just been appointed exclusive distributor in the Provinces of Manitoba and Saskatchewan, Canada, for AMI juke boxes according to an announcement by E. R. Ratajack, director of Coin Machine Sales for AMI, Grand Rapids, Michigan.

The Winnipeg Coin Machine Company is headed by Marty Morosnick; with Ed Sedo, shop foreman; W. Nielsen in charge of collections; and Roman Kozoris, county operator. The firm has been associated with the coin machine business in Canada for twenty-five years.

"Operators are cordially invited to stop in for a visit, and examine the new AMI G-200 juke box that is being hailed everywhere for its simplicity and earning power", Morosnick said. "These new 200-selection AMI juke boxes, with their modern colors and high fidelity sound, have the appeal that locations demand to please their patrons. I know operators appreciate these features as well as the traditional dependability associated with AMI machines. We're proud to offer this top-earning juke box to our operator friends."

Peach State Distrib. Co. Opens Offices In Atlanta, Georgia



ATLANTA, GA.—Peach State Distributing Company, with main offices in Macon, Georgia, and a branch in Columbia, South Carolina, held a grand opening party for the opening of offices at 335 Edgewood Avenue, S.E., this city.

The firm distributes the coin operated products of The Rudolph Wurlitzer Company thruout their area.

A really big enthusiastic turnout of operators attended the opening, and according to Bob Ozburn, manager were high in their praise of the new Wurlitzer model 2000, 200-selection phonograph. Joe McCoy, shop manager, and A. J. Hawkins, one of the principals were on hand to greet the visitors. W. N. "Dyke" Hawes, the other principal, was unable to attend the opening party, but came on later, when Hawkins returned to Macon.

The firm expects to do a big selling job in the area.

Pictured herewith is Bob Ozburn standing in front of the new quarters.

Roth Estimates New Continental Firm Will Gross $20 Million In '56

WESTBURY, L.I., N.Y.—Harold Roth reported that stockholders of Car-Na-Var Corp. of Brazil, Ind., will vote on the merger with National Vending Corporation and its manufacturing subsidiary, Continental Vending Corporation, on Wednesday, July 25, to form Continental Industries, Inc.

Under the merger arrangement, Roth said, Continental Industries anticipates combined gross sales in 1956 of $20,000,000, mostly from skyrocketing sales of its new cigarette vending machine and from its cigarette vending operation covering New York, New Jersey, Alabama, West Virginia, Texas, Florida and California.

Continental's "Corsair 20" is capable of handling standard or odd size cigarette packages at different prices.

Genco's New Gun "State Fair" Goes Into Volume Production



RALPH SHEFFIELD

CHICAGO—Ralph Sheffield, sales director of Genco Manufacturing & Sales Company, this city, reported this past week:

"We've been backlogged with orders for our new 'State Fair Rifle Gallery' by our distributors even before we were able to get into top speed, full volume production."

Sheffield attributes this tremendous rush of orders to the many outstanding features of this new rifle which the firm has been working on for sometime.

"First of all", he says, "is the fact that 'State Fair' is priced right. It is much lower in price than any of our former great guns.

"Second", Sheffield continued, "we believe we have developed an entirely new series of targets never before seen in electrical operation.

"For example", he reports, "we feature, for the very first time, a rolling ball target that is completely automatic. The balls are actually knocked off by the sharp shooting experts. This is all done electrically. And for the first time in history.

"Another target that has captivated every single player is the comic character who, when hit, waves his arms, tips his hat and then his head falls off. This, too, is the first time that such a target has been developed.

"There are still others", Sheffield advised, "but they are just simply too numerous to mention.

"And one of the greatest features of all, as far as the operators are concerned, is the fact that the size of the most colorful cabinet in history has been scaled down so that it can go thru any door without any dismantling operation.

"Yet", Sheffield claims, "the size differential is but a matter of an inch and an inch and a half so that the impressiveness of the cabinet is not lost on the players.

"There are so many, many features and so many new developments in our 'State Fair Rifle Gallery'", Sheffield reports, "that the one best way we know of having all of them seen to complete advantage is for the operator to call at the offices of his nearest Genco distributor and look the gun over for himself."

First Half Of '56 Sees Rapid Growth Of 10¢ Play

More Ops Turn To Dime Play As Overhead Expenses Continue To Increase

CHICAGO—"The operators always act when they're hurt in the pocketbook", is an old, old expression in this industry.

It seems that during the first half of this year and, especially, continuing into the second half, dime play has taken stronger hold in various areas thruout the nation than operators in those areas ever thought would come about.

This is much due to the inflation which is running more rampant.

With costs continually rising and with 2c (nickel) play unable to match the rising costs factor, the operators are, of themselves and by coming together, adopting dime play.

"At least", as one leading operator reports, "the operators are going to give dime play a real all-out test for this is the one and only way they have left to somehow match their increasing overhead expenses against present low icome."

It has now been just about 13 years since this publication originated, sponsored and pioneered dime play.

It seems to have taken all of these years to eventually reach into certain areas in the nation where ops continued to resist the needed increase.

Manila Coinman Visits Chicago



WILLIAM J. SUTER

CHICAGO—William J. (Bill) Suter, Manila, Philippine coinman, and distributor of the AMI phonograph there, is winding up his "graduation" worldwide vacation and business trip with a visit to this city.

Bill got around to see the factories here, and met with Ed Ratajack and John Haddock of AMI, and spent some time with Bill Gersh at the offices of The Cash Box.

DAVIS' ADDRESS IN EUROPE
"Holland-Belgie-Europe"
403 Ave. Louise
Brussels
Phone 47.66.63
CABLE ADDRESS
"HOBELEUROP-BRUSSELS"
All currencies accepted: Francs, pound sterling, lire, guilders, marks, etc.

DAVIS
6-POINT GUARANTEED EQUIPMENT
FIRST CHOICE OF MUSIC OPERATORS THE WORLD OVER

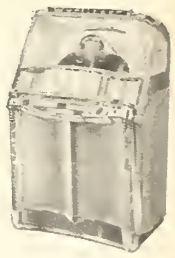
There must be a reason why Davis 6-point guaranteed equipment is the leader in the export phonograph field.

It's because operators know they can trust the top quality workmanship which goes into every reconditioned and re-built, location-ready Davis phonograph. And when you're dealing "across the seas" you've got to have confidence in the integrity of the seller.

Private Western Union Wire Cable Address: "DAVDIS" 1/3 Dep. Required

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING
Davis Corp.
Exclusive Seeburg Factory Distributors
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

"The Cadillac"
Of the Phonograph Business
WURLITZER
CENTENNIAL Model
"2000"-200 Selections



Exclusive Wurlitzer Distributors
PEACH STATE DISTRIBUTING CO.
3 OFFICES TO SERVE YOU
335 EDGEWOOD AVE., S. E., ATLANTA, GA. (MUrray 8-4350)
549 PINE STREET, MACON, GA. (3-1588)
911 GERVAIS STREET, COLUMBIA, S. C. (4-2452)

Congratulations "Cash Box"
For Your Faithful Coverage Of The Amusement Industry
ATTENTION ALL OPERATORS
FOR SECURITY AND A BETTER FUTURE
JOIN
CHICAGO INDEPENDENT AMUSEMENT ASSOCIATION
33 North LaSalle Street, Chicago

STANDARD METAL TYPER

Uses Only 18"x18" Space

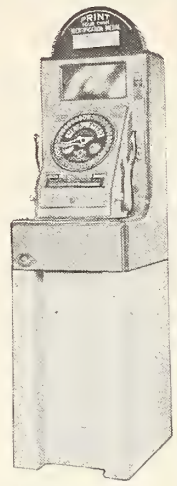
•

Brings in Dimes Instead of Pennies or Nickels

•

Practically Service Free

•



Aluminum De-Greased **DISCS**

FOR PRICES, WRITE

STANDARD-HARVARD METAL TYPER, INC.

1318 N. Western Ave. Chicago 22, Ill.

BULLETIN

HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

Oslo Coinman Visits United States Firms

Covers No. Tonawanda, N. Y., New York City, and Heads For Baltimore, Phila., and Boston

NEW YORK—Knut Andre of Gnisten, Oslo, Norway, arrived in the United States by boat from Bremen, Germany, on Wednesday, July 18, for a combined buying trip and vacation.

Andre spent some time at the Wurlitzer plant in North Tonawanda, N. Y., and then came on to New York City. While in the big city, he visited all the coin firms on coinrow, **The Cash Box**, as well as contacting record wholesaling companies to place orders for top American recordings.

From New York, starting Monday, July 23, Andre will visit Baltimore, Philadelphia, and if he has the time, will see the wholesalers in Boston.

Andre expects to leave by boat on Tuesday, July 31, but may be delayed until Friday, August 10. If he stays on, he hopes to be able to get to Chicago to see the major factories there.

2c Music Play Ops In Losing Income vs Expenses Battle

2¢ Music Play Ops Find Constant, Creeping Inflation That Is Skyrocketing Cost of All Necessities to Continue to do Business Wiping Away All Profit Possibilities

CHICAGO—The 2¢ (nickel) music play juke box ops are getting more deeply mired in the losing battle of expenses vs. income.

Many are reported to have slashed their personal salaries. One 2¢ (nickel) play music op advised he's cut his take-home pay from his business "about fifty per cent."

He admits that this is "very tough" on him and also on his family. Yet he ineffectually asks:

"But what else can I do?"

Nor is he the only 2¢ (nickel) play juke box operator who is suffering from constant creeping inflation that is slashing deeper and ever deeper into the income from his equipment. Chopping to the point where there is no profit left after expenses are met.

Many other 2¢ play music ops are facing consistent, continuing loss as labor's wages again prepare to zoom upward in another round of raises now being set up in basic industries.

As this publication pointed out many, many years ago, even if the 2¢ (nickel) play music ops lost 50% of their weekly or monthly number of plays, when changing over to dime play, they would still be better off. They would still be able to show a profit.

Fifty per cent less action on dime play would, first of all, bring in the very same amount of income the 2¢ (nickel) play operator is now obtaining.

But, what's most important, 50% less play volume would show him profit because of less servicing, less parts and supplies to purchase, less need for mechanical help, less wear and tear on his equipment which would make the machines last longer and assure better trade-in value because they would be in better condition.

Less parts, less servicing, less supplies, less mechanical help, all adds up to a definite profit in and of itself. This is only possible on dime play.

So even if the 2¢ (nickel) play music operator gets only half as many plays when he changes over to dimes, he still gets as much income as before and earns more than he earns today.

Yet, nowhere in all the nation, has any former 2¢ (nickel) play music operator reported a 50% drop in play volume when he changed over to dime play.

In fact, the lowest, temporary drop ever reported was just about 25%. Furthermore, and within a few weeks, play action not only returned to its former volume but, in most cases, actually increased.

The 2¢ (nickel) play music operator, many times, cuts down on buying new machines in an effort to stave off expense. What usually results, in such cases, is that competitors grab his spots by bringing in brand new, high fidelity, beautifully toned, modern phonographs of greater selectivity.

If the 2¢ (nickel) play juke box operator insists on fighting the tremendously tough forces of an inflated economy, sooner or later and, usually sooner, the flood waters of constant creeping inflation are going to entirely engulf him. Sink him. Drown him in bankruptcy.

(Editor's Note: Latest reports from the nation's leading economists place the value of the American dollar at about 40¢ as compared to the dollar of 1939, the economists' basic valuations year. In 1939 the American dollar purchased a full 100 cents' worth of merchandise. In 1956, the American dollar purchases about 40¢ worth of merchandise, as compared to the 1939 dollar. This means that the present American Nickel is worth but 2¢. And with a new round of inflation in prospect as basic industries face higher wage costs even this 2¢ Nickel is bound to drop in value.)

(Reprinted by Request from June 30, 1956 Issue)

MUSIC MACHINES

Reconditioned Guaranteed

WURLITZER 1700's $595.00

WURLITZER 1800's $695.00

RECONDITIONED LIKE NEW WITH A MONEY-BACK GUARANTEE!

1/3 DEP., BAL. C.O.D.
Call CHickering 4-5050

YOUNG DISTRIBUTING CORP.

575 Eleventh Ave, New York, N. Y.

Exclusive Wurlitzer Distributors

READY FOR LOCATION

BOWLERS

FIFTH AVENUE	$ 60.00
CHIEF	50.00
COMET TARGETTE	125.00
YANKEE	100.00

And The Following

NEW POOL GAMES IN ORIGINAL CARTONS

STAR POOL
ARCADE POOL
HIT POOL
ROTO POOL
KLIK POOL

$175.00 EACH

1/3 Deposit, Balance C. O. D.

REX COIN MACHINE DISTRIBUTING CORP.

821 So. Salina St.,
SYRACUSE N. Y.
(Phone: 2-8255)

Welcome Home Howie Freer!

"THE CASH BOX"

O

A & M MUSIC COMPANY

7716 W. NORTH AVE., CHICAGO 35, ILL.

Congratulations "Cash Box"

BONNET'S MUSIC DISTRIBUTORS

4844 S. Damen Ave., Chicago 36, Ill.

AMI Holds Three-Day Inter-American Convention In Mexico City, Mexico

Firm's Execs Meet With 80 Persons From 17 Central & So. American Distribs



MEXICO CITY, MEXICO — John W. Haddock, president of AMI, Inc., with headquarters in Grand Rapids, Mich., headed a delegation of home office executives, met with a group of 80 persons from seventeen Central and South American distributing firms for a three-day AMI Inter-American Convention at the Reforma Hotel, this city, on July 25 to 27.

This was the first convention of this kind ever held by AMI, and the firm's executives, as well as those distributors in attendance, expressed the opinion that it was extremely successful.

Reproduced in pictures are the highlights of the convention:

1) John Haddock, giving the keynote speech to welcome the group of AMI representatives. He touched upon company goals and plans for future growth and presented the new "G-200" phonograph.

2) Max Lewin, AMI export manager (left) introduces W. E. (Bill) FitzGerald, AMI advertising and sales promotion manager to the group, who discussed promotion plans for the Latin American Market. A Spanish-language version of the public relations film "Music for Everyone", shown for the first time to this group, was received enthusiastically by distributors who plan to show it locally to build public good will for the industry. Lewin, moderated most of the business meetings and introduced the various speakers on finance, salesmanship, export regulations and other topics.

3) Marcelino Bellosta, associated with Mercantil Lara, AMI distributor in Barquisimeto, Venezuela, addressing the meeting, covered the subjects of effective practices in salesman recruiting and training.

4) Good management practices and how they relate to over-all profitable business operations was one of the topics discussed by Jose Romero Hernandez, head of Jose Romero, Inc., Puerto Rico.

5) Benjamin Rosenthal (left), head of Bolivar Radio, AMI distributor for Mexico, and his sales manager, Jorge Kuri (right), chat with Jeronimo Estive, Cuban representative.

6) President John Haddock, in his talk, refers to the new "X-200" Record Changer.

"20 Year Club" To Vote Again For The Most Outstanding Coin Machine "Man Of The Year"

CHICAGO—Preparations are under way here at the offices of The Cash Box to prepare for the nominations and voting the "Award of Honor" to "the most outstanding coin machines man of the year" by the members of the "20 Year Club".

Last year the "20 Year Club" voted Ray T. Moloney the gold coin award of honor as "the most outstanding man of the year".

Since this award is given only once, an entire new ballot will be arranged and new men will be voted for when the ballot is completed, after nominations are cast by the membership of the "20 Year Club".

This year it has been decided that at least five nominations for any one man will prove necessary before his name can be placed on the ballot.

The entire mailing is being prepared now and will take some weeks to complete.

"20 Year Club's" "Golden Circle"

CHICAGO—Of the thousands of members of the "20 Year Club", four have been in the coin machine business for over 50 years.

The members of the "Golden Circle" are:

HARRY S. LAVINE
OIL CITY, LA.
57 Years

CECE MILLS
CHICAGO, ILL.
54 Years

ALBERT S. LEVY
DAYTON, O.
53 Years

GEORGE R. THAYER
BINGHAMTON, N.Y.
50 Years

BARGAINS

READY FOR LOCATION

BALLY

5	BROADWAY	$420.00
4	GAYETY	97.00
3	HI-FI	60.00
2	PALM SPRING	67.50
1	YACHT CLUB	45.00
3	SPOT LIGHT	29.00
1	PALM BEACH	40.00
2	MIAMI BEACH	229.00
2	SURF CLUB	65.00
2	BIG TIME	239.50
5	BEAUTY	45.00
3	FROLIC	60.00
5	BRIGHT SPOT	45.00
2	ATLANTIC CITY	40.00
2	BEACH CLUB	45.00

UNITED

1	CIRCUS	$ 47.50
1	PIXIE	269.00
1	STARLET	239.00
1	STARDUST	479.00
1	CARAVAN	479.00
1	CABANA	47.00

5-BALLS-GOTTLIEB

1	SKILLPOOL	$ 49.50
1	STAGE COACH	165.00
1	CHINATOWN	49.50
1	FOUR STARS	49.50
1	GRAND SLAM	49.50
1	QUEEN OF HEARTS	69.50
1	SHINDIG	99.50
1	GREEN PASTURES	89.50
1	CORONATION	49.50
1	PINWHEEL	95.00
1	DUETTE	225.00
1	CROSSROADS	49.50

5-BALLS-WILLIAMS

1	TWENTY GRAND	$ 44.50
2	STARLITE	39.50
1	TIMES SQUARE	59.50
1	ARMY NAVY	44.50
1	FAIRWAY	54.50
1	GRAND CHAMPION	69.50
1	PALISADES	49.50
1	RACE THE CLOCK	185.00

T & L DISTRIBUTING CO.
1663 CENTRAL PARKWAY
CINCINNATI 14, OHIO
PH: MA 1-8751

BEST WISHES
"Cash Box"
Mike Detzek

OPERATORS — DISTRIBUTORS
We carry parts and supplies for all makes and models of shuffleolleys, pool games, pins and phonos. Write for complete price list and instructions for the new rotation pool, Kelly pool, etc.

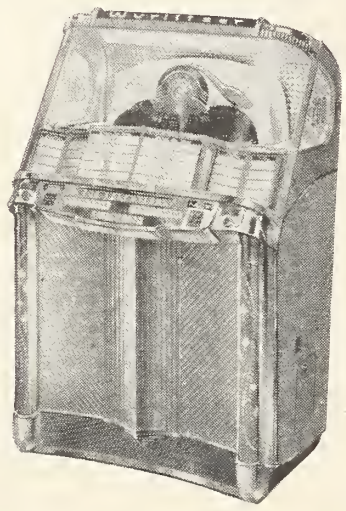
CHAMPION DISTRIBUTING CO.
3833 W. DIVISION ST., CHICAGO 51, ILL.

The Bright Star

OF THE

LONE STAR STATE WURLITZER

CENTENNIAL MODEL 2000



JOE STEELE—ELVIN AINSWORTH

STEELE DISTRIBUTING CO., INC.

3300 LOUISIANA STREET • HOUSTON, TEXAS

(All Phones: JAckson 6-1737)

Congratulations

TO THE MOST MARVELOUS, MOST OUT-STANDING AND THE VERY GREATEST MAGAZINE IN ALL OUR HISTORY!

Jake Friedman

FRIEDMAN AMUSEMENT CO.

441 EDGEWOOD AVE., S.E., ATLANTA, GEORGIA

Congratulations

to

The Cash Box

"The Bible" of our Industry

for 14 Great Years

from

KANSAS CITY MUSIC OPERATORS ASSOCIATION

KANSAS CITY MISSOURI

CIAA Meeting Emphasizes Progress of Organization

Officers Report on Great Strides Made by Organization Winning Official Favor

CHICAGO—This past week's meet of the Chicago Independent Amusement Association at the Pine Room of the Congress Hotel (Tues., July 16) brought forth the great, progressive strides which this organization has made.

Approximately 40 of the organization's 87 members were present at this meeting proving that even during the torrid months the interest in this organization remains very high.

Attorney Milton (Ted) Raynor gave a very stirring talk to the assemblage emphasizing the fact that, in his speech before the city's aldermen, he brought out the fact that the CIAA was most completely sincere in its purpose to work with the city in every regard.

Raynor reported that many of the city's aldermen are extremely pleased with the methods adopted by CIAA. They favor such organizations because of the good work they are doing by cooperating with the city.

Sam Greenberg, president of the organization, enthusiastically spoke of the growing membership. Also the fact that the progress CIAA has made has won tremendous regard from everyone in this area.

All are of the opinion, as Greenberg expressed it, that one of the very greatest things that has yet happened here has been the creation of CIAA. By operators working to help each other it gives each of the members greater assurance of a better future in this industry.

Dave Brody, treasurer of the organization, pointed out in a speech before the membership that here was an integrated group of men who could openly, intelligently and good naturedly discuss their business and their problems and come to a definite and progressive conclusion which benefited all concerned.

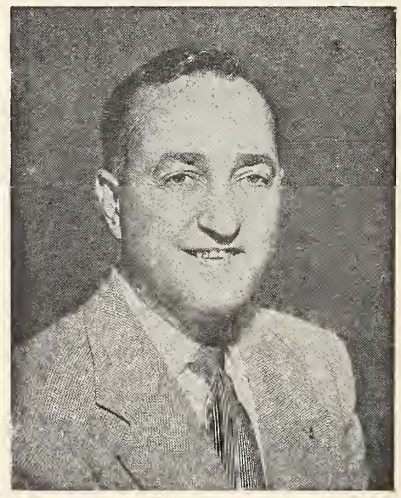
He spoke of the fact that here were not "competitors" in the general sense of the word but, instead, men who were now able to work with each other for their individual better future welfare.

Enthusiasm continues to run high within the membership of the organization. The general belief is that the city and its officials are now accepting the CIAA as indicative of the type men who are in this field and, therefore, more willing to grant many of the various programs which the CIAA desires for the betterment of all concerned.

J. H. Keeney & Company, Inc., served refreshments to all present after this enthusiastic meeting. Manufacturers are showing ever greater interest in the work which is being done by the CIAA here and are cooperating to the fullest possible extent.

Representatives of all the leading distributors and jobbers here were also present. They have agreed to work closely with the members of the CIAA.

Williams' "Surf Rider" Leads Off Parade of New Fall Games



J. A. (ART) WEINAND

CHICAGO—According to reports here it seems that Harry Williams, president of Williams Manufacturing Company, this city, got the inspiration for the firm's newest five-ball, four-player game, "Surf Rider", on his last visit to Honolulu.

"Regardless of whether it was Honolulu or Timbuctu", reports J. A. (Art) Weinand, general sales manager of the firm, "we only hope that Harry gets some more such ideas and keeps bringing us new products that will click as well as has 'Surf Rider'.

"What's more", Weinand continued, "I can reveal that 'Surf Rider' is the kickoff game for our firm for this fall season.

"We've got a whole parade of new games on the way. We believe that these games are going to prove themselves among the very best in all the history of the industry."

Tho Weinand wouldn't reveal the forthcoming machines of the firm, he did state that tests being conducted on some of the games have proved them to be the finest income producers for operators in a long time.

In this regard Weinand reported:

Every one of our games gets the most intensive and extensive tests. When the operators purchase a Williams' game they know they are getting a product that has been put thru its paces long, long before it was even announced by our firm.

"Our games are manufactured on a most careful precision basis. Every one of our new machines is gauged to bring in bigger profits for operators."

AMAZING! HYPNOTIC! EXCITING! INTRIGUING!

THE MOST COMPETITIVE NOVELTY GAME OF ALL TIME!

Williams NEW 5-BALL Surf Rider

4-PLAYER HAS TOP PROFIT FEATURES:

NEW SKILL SHOT • BONUS SCORING

• SNAP-ACTION THUMPER BUMPERS

• CYCLONIC REBOUND RUBBERS



• FLIPPERS

10¢ PER PLAY or 3 FOR A QUARTER

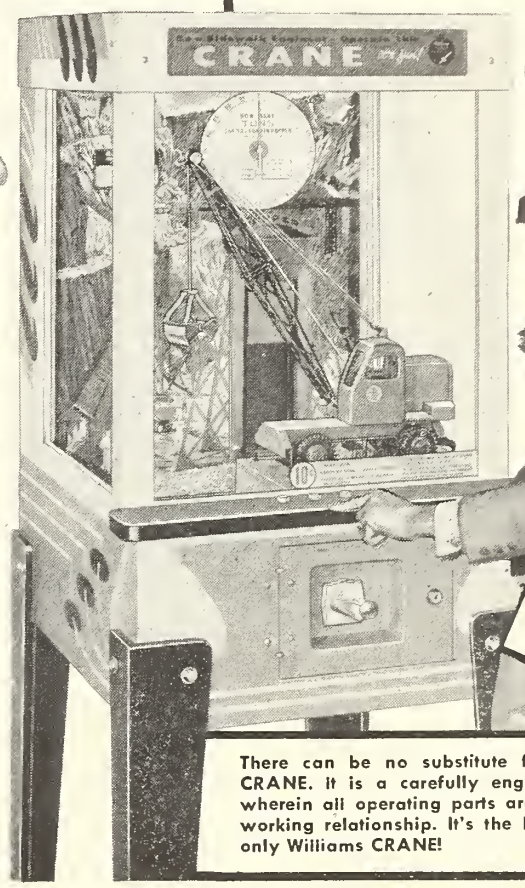
OPERATE Williams DELUXE 4-BAGGER REPLAY OR NOVELTY for BIG MONEY!

Williams MANUFACTURING COMPANY

Order NOW... SEE YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Draw Free-Spending Crowds in Food Stores—chains—supermarkets drug stores and other locations with Williams CRANE





HOW IT OPERATES:
Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load and Hoist, (3) Swing Bucket over Hopper, (4) Lift and Empty Bucket into Hopper, (5) Swing it back to load and unload bucket as often as possible racing the clock to score top tonnage on the dial within the allotted time.

There can be no substitute for Williams CRANE. It is a carefully engineered unit wherein all operating parts are in perfect-working relationship. It's the best. Accept only Williams CRANE!

act today!

Congratulations "Cash Box" on your Anniversary!

Through The Coin Chute

ATLANTA ACTION

Peach State Distributing Co. has opened a new office and sales floor. Bob **Osburn** will manage the office. Bob was well pleased with the opening of the offices and the business that has been coming in. A beautiful display was set up on the floor featuring the Wurlitzer "2000" phonograph. . . . Over at Robinson Distributing Co. we found **Mrs. Robinson** in charge of things while **Howard** was out closing a deal on Rock-Ola phonos. . . . Walked in on **Jake Friedman** talking to **Paul Huebsch**, J. H. Keeney & Co., Inc., long distance, while **I. D. Friedman** was standing by. Jake placed a large order for the Keeney Hot Soup Vendor and Keeney Snack Bar. . . . C. O. Moon complacently reports business is good. . . . **R. D. Parker** out working under the torrid sun. . . . **Sam Cohen's** record bar crowded when we dropped by. . . . **W. F. (Yank) Venable** out checking the route while Charles was conducting a forum on firearms. . . . **Jack Gelbart**, Star Music, very busy on some paper work. . . . **Jack Harris**, Sparks Specialty Co., finding work not too hard to take as he spends his day in his air conditioned office.

REDD-HOT SUMMER SPECIALS!

SEEBURG	
100 A	$245
B	375
BL	400
C	485
R	695
WURLITZER	
1800	$815
1700	695
AMI E-120	395

Over 200 beautiful Alleys—Capital — Clipper — League—Chief—Leader—Cascade—Olympic—Clover.

Over 100 Bingo—Broadway—Miami Beach—Gay Time — Big Time—Variety—Gaiety — Beach Club — Dude Ranch

DISTRIBUTORS: Send us your whole inventory. We want to buy and will pay cash for all makes and models of coin machines.

Redd DISTRIBUTING CO.

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

WE WILL SHIP ANYWHERE

Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

AIRMAIL SUBSCRIPTION TO THE CASH BOX $30

Rock-Ola Distributors To Prevue New 200 Selection Phonograph August 9 & 10

Belden-Stratford Hotel, Chicago to be Scene of Big Showing



DAVID C. ROCKOLA

CHICAGO—David C. Rockola, president of RockOla Manufacturing Corporation, this city, has invited all of the firm's distributors worldwide to be present at a special prevue showing of the firm's new 200 selection phonograph on Thursday and Friday August 9 and 10 at the Belden-Stratford Hotel.

The entire family of Rock-Ola distributors has been eagerly awaiting the word when they would be able to prevue the new 200-selection Rock-Ola phonograph.

For a long time now, it is reported, many of the firm's distributors have "actually been champing at the bit" to get a look-see at this newest of the Rock-Ola automatic musical instruments.

"It is indeed with great pleasure", David C. Rockola stated, "that we are inviting our international family of distributors to be present at a very special prevue showing of our new 200 selection phonograph.

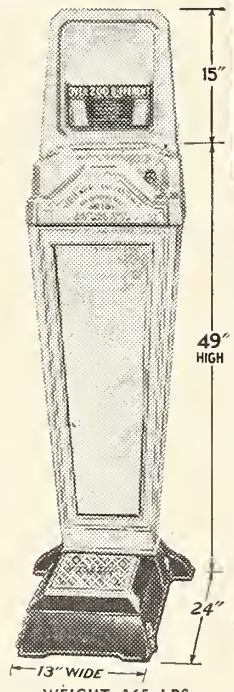
"We sincerely believe", he continued, "that we have brought into being an entirely new concept in automatic musical instruments.

"We also believe that all of our distributors will agree that the very simplicity of the electro-mechanics of this phonograph, plus its beauty, high fidelity and its many other outstanding features cause it to be destined for leadership.

"Tho all of us at the factory are tremendously enthused over our new 200-selection phonograph", he stated, "we wish to confine our elation until all of our distributors have seen it for themselves. We want them to enjoy this new concept in high fidelity, design beauty and electro-mechanical simplicity."

Rockola has also invited those distributors who wish to remain over for the weekend to be his guests at the International Golf Tournament playoffs at the Tam O'Shanter Country Club. Over $250,000 in prizes will be distributed at this famed and richest of all golf tournaments.

IMMEDIATE DELIVERY!
Non Warp PLY-FLEX Custom Built
FIBRE-GLASS
CUES
Precision molded one-piece construction gives you rifle-like accuracy and indestructibility. Will never warp, shatter or snap. Unequalled strength. Stronger than any wood. Always uniform.
$30.00 PER DOZEN
These FIBRE-GLASS CUES a NECESSITY as SPECIFIED By The New York ABC BOARD.
ORDER NOW!
Deposit Required, Balance C. O. D.
WRITE, WIRE, PHONE!
Seacoast, Inc.
1200 North Avenue
Elizabeth, New Jersey
Bigelow 8-3524

$25 DOWN
Balance $10 A Month
400 DELUXE
PENNY FORTUNE SCALE
NOT A NOVELTY—BUT AN INVESTMENT
25-75% PROFIT


WEIGHT 165 LBS.
NO SPRINGS
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889-Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

N. Y. ABC State Liquor Authority Rules Coin Operated Pool Games Amuse. Machines

However, Cue Sticks Must Be Made of Light Plexiglass or Some Similar Light Material. Ops Given Six Months To Replace Cues On Machines Now Installed

NEW YORK—Challenging a ruling by the ABC board of the State Liquor Authority that the coin operated pool table was a pool table in fact, Haskell and Blatt, attorneys for the games association, this city, this week received a letter from Arthur A. Klotz, counsel for the Liquor Authority ruling that coin operated pool tables were amusement machines.

In a letter to Haskell and Blatt, Klotz wrote:

"We refer to your letter of June 8th, wherein you urge that miniature pool games constitute amusement devices and not pool or billiard tables as defined in Article 31 of the Penal Law and request that the Authority rescind its directive prohibiting the installation of these devices in licensed premises.

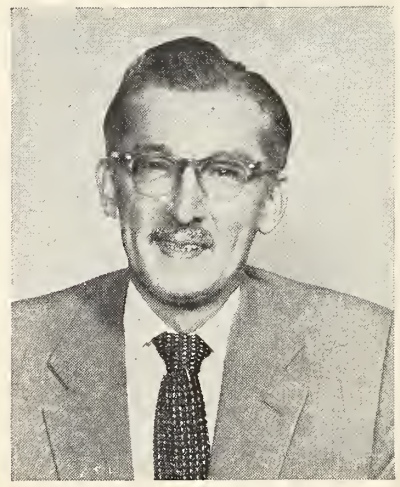
"We also note your statement that the New York City License Department has ruled that these pool games are not pool tables and it, therefore, requires a license under the provisions of the Administrative Code which define mechanical or electrical amusement devices.

"We wish to inform you that the Division of Licenses of the Secretary of State of New York, in an opinion dated July 3, 1956, supersedes a previous opinion and now rules that the various types of games commonly known as Club Pool, Booster Pool, Clover Pool, Automatic Pool, Royal Pool, Pin Pool, Baseball Pool, Flicker Pool, Score Pool, Advance Pool and Imperial Pool, are now classified as amusement devices which do not come within the purview of the game of billiards and pocket billiards as such games have been traditionally viewed and considered and as intended to be encompassed within Section 345 of the Penal Law.

"In view of the aforesaid ruling, the members of the Authority have declared that such pool game devices may now be approved in the exercise of the discretion of the appropriate Zone Office, provided that no cue sticks are used except those made of light plexiglass or some similar light material that would not be construed as having dangerous weapon characteristics.

"The members of the Authority further directed that pool games presently installed with the permission of the Authority and operated with cue sticks made of materials other than specified above must be replaced within the next six months. No new installations will be permitted unless the cue sticks are made of plexiglass or other light plastic materials."

Exhibit Tests New Products



FRANK MENCURI

CHICAGO—Frank Mencuri, vice-president of The Exhibit Supply Company, this city, reported this past week that the firm is conducting intensive tests on a "series of new products".

Mencuri stated, "We have four new products in the works right now. These are out on test locations and we are receiving what practically amounts to hourly reports.

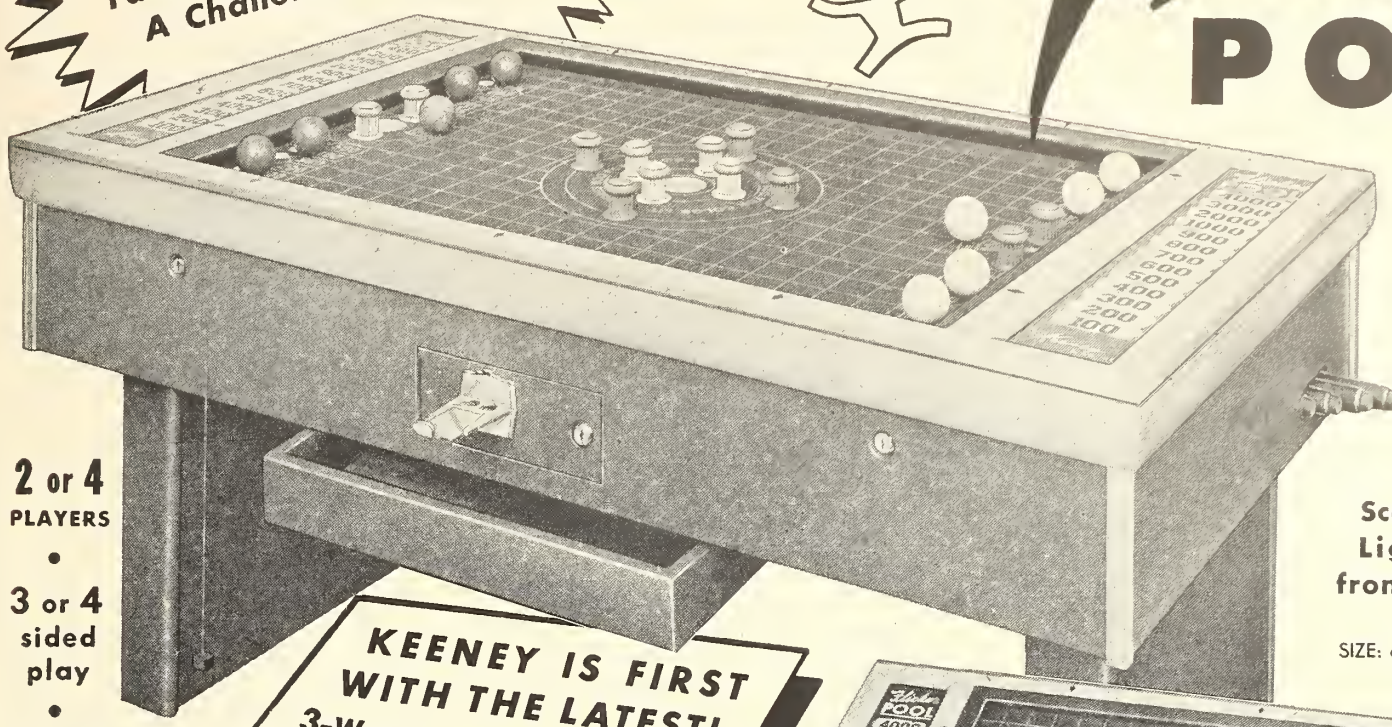
"We are taking it very easy and studying each report as well as any turn of events which takes place on the locations where the new products are being tested.

"All we can state at this time is that these new games are bound to open the path for operators to enjoy the biggest profits.

"We feel certain that all will agree Exhibit was wise to proceed slowly and cautiously and, thereby, be able to present new products of absolutely outstanding merit to the trade when we are ready to make our first official release."

A HIGH SCORE GAME COMBINING SKILL AND TIMING
Fascinating to Amateurs – A Challenge to Experts!

KEENEY'S Flicker POOL



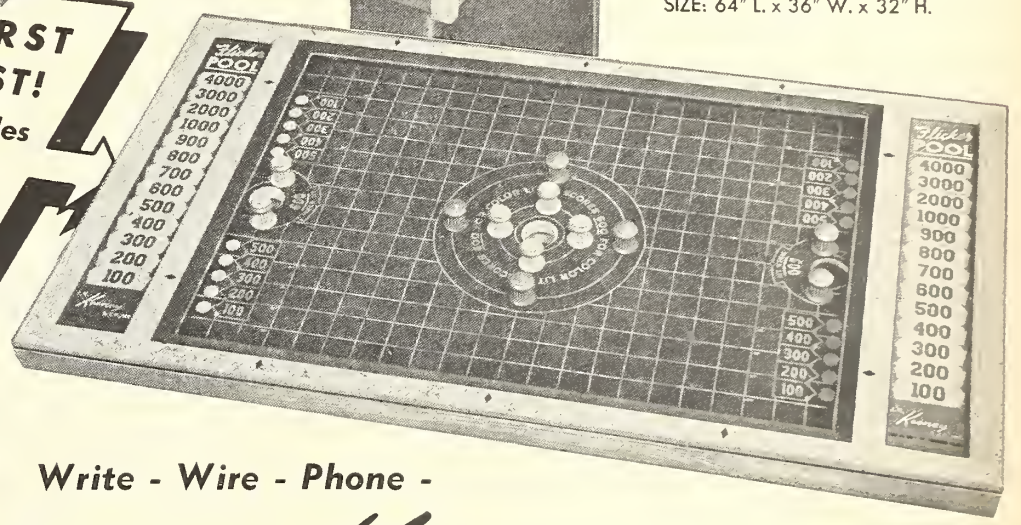
HIGH SCORE WINS!

Scores Vary as Lights Flicker from 100 to 600!

SIZE: 64" L. x 36" W. x 32" H.

2 or 4 PLAYERS
•
3 or 4 sided play
•
2 DIMES PER GAME!

KEENEY IS FIRST WITH THE LATEST!
3-Way Toggle Switch enables game to be played as
FLICKER POOL
or
FASCINATION POOL



OPERATE KEENEY'S ARCADE POOL
A Real Winner!

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Write - Wire - Phone -
See YOUR Keeney DISTRIBUTOR!

• Congratulations to Cash Box on Your Anniversary Issue •

Howard Freer Joins Chicago Staff of "The Cash Box"



HOWIE FREER

CHICAGO — Howard G. (Howie) Freer, well known to all the industry in this area of the country has just joined **The Cash Box** staff in the Chicago offices as assistant to Bill Gersh, publisher.

Howie has enjoyed a long and interesting career in the coin machines industry.

He is considered an expert on export business. He is very well known for his advertising and sales promotion ability.

He has acted as both sales and general manager for various firms in the industry.

Operators, as well as jobbers, distributors and manufacturers have come to know Howie Freer over the years. All are well acquainted with his ability to be of outstanding help.

After leaving Chicago, Howie spent sometime on the West Coast in Los Angeles as well as in Portland, Oregon, where he was in constant contact with the industry.

He reports, "It's a real and completely satisfying pleasure to be able to become a member of **The Cash Box** staff.

"In my estimation", Howie stated, "**The Cash Box** has proved itself the most outstanding and most progressive publication in all the history of the industry.

"It is my sincere hope to be able to continue to bring these marvelous principles of **The Cash Box** to all the coin machine people in this area", he concluded.

SEEBURG Leadership

THE SEEBURG V-200 . . .
The world's first dual music system
Exclusive Distributors For J. P. Seeburg Corp.

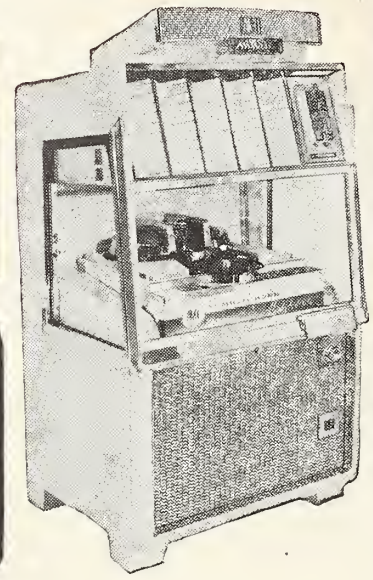
TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

You See It Quicker!
You Play It Faster!

AMI
G-200



Exclusive Distributors For AMI

SOUTHERN AMUSEMENT COMPANY

628 MADISON AVE.
MEMPHIS, TENN.

Congratulations
"Cash Box"
On Your 14th Anniversary

WE SINCERELY APPRECIATE ALL YOU HAVE DONE FOR OUR INDUSTRY

DIXIE COIN MACHINE CO.

122 NO. BROAD STREET NEW ORLEANS 22, LA.

Through The Coin Chute

CHATTANOOGA CHATTER

Joe Bunch, Shearer Amusement Company, trying to get settled in his big new building, while **Millie** working over the books like mad as she tries to make up the day they lost when they moved. Joe and Millie have done a grand job of building their route. They have worked up from a one room shop to a big new building with display rooms and storage space. They have one of the best equipped shops in the city of Chattanooga and have one of the largest routes in the city. . . . Tony Papa, in the shirt manufacturing business for some time, was busy all day cutting the tails off the shirts. He was one tired man at the end of the day and finally went to sleep in the office. Tony's route is in good shape and profitable. He and **Fred Cofer** were in New Orleans over the weekend. Tony was trying to get his business set up so that he could get away to visit his wife and family who are vacationing in Miami Beach, Fla. . . . **Frank Stiels** not about when we dropped in to visit. . . . **William J. Rawol**, Cavalier Manufacturing Co., planning a visit to Chicago.

Through The Coin Chute

NEW ENGLAND NIBBLES

Vacation time is in around the coin circuit and distribs are operating on summer schedules. . . . Shortage of equipment still continues. . . . Demand has been heavy this outdoor season and outlook for Fall is bright. . . This season saw a surprising pick up in kiddie rides. . . Games, guns and pool tables were in terrific demand along with other types of arcade equipment. At Associated Amusements (Rock-Ola), new United in-line game "Monaco," expected to make history. New Rock-Ola "1454" going big. **Mr. and Mrs. Ed Ravreby** vacationing at Hyannis with daughter, **Mrs. Richard Mandell. Don Morrill,** service dep't mgr., back from vacash. . . . At Trimount Automatic Sales Corp. (Seeburg), all out promosh underway for newly added RCA sound equipment line. Arcade equipment is being rushed out to fun spots. "Lord's Prayer" going strong and Williams "Crane" getting torrid reaction. . . . At Atlas Distributors (AMI), **Barney** Blatt recovered from recent illness and back in harness. **Louis Blatt** visiting ops on his way to and from his Newfound Lake week-end retreat.

Among ops checking in at distribs this week were: **Joe Turcotte**, Williamsett, Mass.; **Martin Oliver**, Portland, Me.; **Dave Baker**, Arlington; **Ralph Ridgeway**, Springfield; **Ray Shea**, Worcester; **Oscar Pratt**, Manchester, N. H.; **Ralph Lackey**, Roxbury; **Ralph Faretra**, Concord, N. H.; **Bernard Michaud**, Waterville, Me.; **Sol Robinson**, Newton; **Connie Pocius**, South Boston; and **Ray Faini**, Framingham. . . . Record artists playing the summer spots around the area in big saturation. **Four Coins** at Revere Beach Frolic; **Teddi King**, in next at Revere; **Lillian Roth** at Salisbury Beach Frolics. . . . Arcades did the biggest business of the season over last week-end when more than 200,000 were estimated at Revere, 150,000 at Nantasket. At Nahant Beach, more than 75,000 were estimated by police.

Record business reported holding up good during the hot weather with calls for hit show albums "Most Happy Fella" and "My Fair Lady" snowing retailers under. . . . Several ops were guests of **Dave Baker**, Melo-Tone Music, Arlington at his summer place on Canobie Lake in Salem, N. H., and indulged in water skiing and boating. . . . Meetings of the Eastern Mass. Music Operators Assn. have been suspended for the summer, but will resume on Sept. 13 at the Beaconsfield Hotel. A banquet is being planned for November to which all of the trade in New England will be invited. . . . Music is getting an added shot in the arm on WBZ-WBZA which dropped NBC network shows this week going local and featuring five disk jocks as the "Live Five" for disk jock shows around the clock. . . . Increased saturation of disk playing is picking up plays on music machines in installations around the Boston area. . . . Vacationing on at Redd Distributors (Wurlitzer), but **Bob Jones**, sales mgr., keeping the orders flying out with big loads going to the Cape area where vacationists are flocking in for the summer. . . . **Al Dolins**, Hyannis op, with routes along the Cape, reports biggest influx of visitors in years.

Through The Coin Chute

NASHVILLE NOTES

Operators and distributors in Nashville and Memphis are burning about a recent story that appeared in another trade paper about how bad business was in this area. Both ops and distribs claim that business is no worse than it is any Summer season. Most operators claim that things turn out pretty good if they put a little more work into their routes, and that the Summer is always the time to get your route in shape for the coming Fall season. It is also the time to buy, since prices are always a little lower during the hot weather. . . . **Tommy Sead** at Tommy Distributing Company says his entire line is moving well and he is well pleased with the Summer business . . . When this reporter was there, a truckload of Keeney bowlers was being unloaded. . . . Over at Hermitage we saw a beautiful display of AMI phonographs. Every one there was busy and the record bar was jumping with activity. . . . Also a beehive of activity was Rock City Distributors where the Wurlitzer Model "2000" was causing a good deal of excitement. . . . When we dropped into S. L. Stiebel Co., **Cal Everhart** and **G. N. Happle** were out in the field selling the Seeburg "V-200" . . . . Also out of the office were **Sid Parker** and **Mrs. Parker. . . . H. R. Sanders** of Sanders Distributing Company, too busy to get out. . . . **Julian Silverfield** was out putting new bowlers on location. . . . **Albert Evetts** nowhere to be seen. . . . **Frank Swartz** busy, busy, but contentedly humming as he went about his work. . . . **Tommy Tomlin**, Tommy Distributing Co., in the center of saws, drills, etc., as he helps to set up a shop where the firm can turn out rebuilt machines at a faster pace. Part of the set-up will be a spray room.



TO CASH BOX and
BILL GERSH we say
CONGRATULATIONS
on your 14th Anniversary

TO YOU, MR. OPERATOR
we say
*WATCH FOR IT!
THE GREAT NEW EXHIBIT
GAME...COMING SOON!

THE EXHIBIT SUPPLY CO.
Established 1901
4218 W. Lake St. • Chicago 24, Illinois • Phone: VA 6-3100

Newly Decorated Offices Greet Gottlieb Visitors

Two Parking Lots Under Construction

CHICAGO—Newly decorated offices and showrooms now greet all visitors to the D. Gottlieb & Company factory here.

During the annual two weeks vacation period, with Alvin Gottlieb in charge, decorators were put to work to completely renovate the offices and showrooms as well as the experimental and engineering departments of the firm.

"The new look of the offices and showrooms", according to Alvin Gottlieb, "matches the new look of our new games".

In addition to this big renovation and decoration job the firm has, after three years of effort, been able to arrange for the clearance of legal obstructions and are now constructing two parking lots across the street from the factory.

One parking lot will be for employees' cars and the other will be for the firm's executives and visitors.

"It's been a big job", Alvin Gottlieb said, "but we feel certain that all who visit at our factory will appreciate it."

Meanwhile, the Gottlieb firm is busy shipping its new single-player, five-ball game, "Classy Bowler", which Alvin reports is not only one of the most beautiful games turned out by the company, but which distributors are telling him that collections reports by operators are exceptionally high.

"Senator" Bodkin and Wife Off For West Coast



NEW YORK—New York's "Senator" Al Bodkin and his pretty wife, Frances, are seen here boarding a plane for a vacation trip to the West Coast. The Bodkins will visit San Francisco, Los Angeles, and, of course, Las Vegas.

Bodkin, recently, was the guest of honor at the city's annual UJA-Coin Machine Industry fund drive.

WICO CORPORATION
2913 N. Pulaski Rd., Chicago, Ill.
EVERYTHING IN PARTS AND SUPPLIES
For The COIN MACHINES
Phonographs—Pin Games—Bowlers—Pool Tables
BEST PRICES BEST SERVICE
Ask for our new 1957 CATALOG — FREE
Coming off the press next month . . .
Pictures and Illustrations A GOLD MINE OF INFORMATION

Through The Coin Chute

WEST TEXAS TINGLES

Glynn Murphy, Breckenridge, taking a little time off from his route to do a little fishing. . . . Gene Turnbow, Stamford, getting around town. . . . Keith Price, Slaton, trying to rest up after a two-week vacation. . . . Don Robertson, Lubbock, off with his family for a fishing trip. . . . John E. Hickman, Field Service Engineer for AMI, making a regular call at the Wallace Distributing Company in Mineral Wells. He is scheduled to go to Kansas City from here. . . . W. O. Wilborn, partner in the Wallace Distributing Company, off to the mountains in New Mexico with his family for a two weeks' cooling off. . . . Johnny Reynolds, head of the service department for Wallace, just returned from a two weeks' spin through Colorado, Arizona, New Mexico and West Texas. . . . Bob Jordan, Jimmy Rodden, Mel Rimmer and Raymond Martin hitting the golf course at Lubbock just at daybreak. . . . Paul Golden, Lubbock, getting his fall locations ready for the expected heavy business. . . . J. D. Harding and J. C. Lewellan, Levelland, taking things easy and jawing with one of their locations. . . . John Beard, Brownfield, making a fast trip to Odessa, leaving Mrs. Beard to answer service calls. . . . F. W. Hall, Lovington, checking locations. . . . Glenn Stanfiels, Hobbs, off on his vacation to California.

ALWAYS BEST BUYS ALL WAYS

SHUFFLE ALLEYS

Comet	$175.00
Cepitel	295.00
Clipper	285.00
Chief	110.00
Cascede	59.00
Clover	65.00
Classic	85.00
DeLuxe	50.00
Imperial	75.00
Leader	125.00
Olympic	70.00
Rainbow	99.50
Royal	95.00
10th Frame	60.00
6-Pl. Original	50.00
Laague Bowler	120.00

UPRITE & SPECIAL GAMES

Saddle & Turf (club model)	$275.00
Huntars	250.00
Circus	225.00

25 JUMPIN JACKS, GOLD NUGGETS, 400s, SILVER CHESTS, $45.00 each in lots of fiva or more.

CIGARETTE MACHINES

LEHIGH 12-COL. NEW All-Coin Combinations $235.00 (machenicel)

Mercury, 9 col.	$165.00
Nationel 930, used	95.00
Nationel 950	110.00
PX 10 Col.	115.00
Electro 8 Col.	95.00
Keaney 9 Col. Elec.	135.00
Electro 10 Col.	165.00

All used equipment shopped and refinished with 25¢ and king size.

BINGOS

Beech Club	$ 65.00
Cebena	35.00
Duda Ranch	85.00
Gey Time	235.00
Gayety	125.00
Hi-Fi	95.00
Leadar	50.00
Miami Baach	265.00
Manhattan	175.00
Nevada	35.00
Palm Springs	65.00
Palm Beach	65.00
Spot Lite	45.00
Stars	45.00
Tropicana	65.00
Yacht Club	65.00
Variety	125.00
Big Time	250.00
Broadway	450.00
Surf Club	95.00
ABC	50.00
Nite Club	Write
Beach Beauty	425.00
Pixie	345.00
Starlet	295.00

COUNTER GAMES

Kicker & Catcher, new	$ 42.50
Advanca Shockers	24.50
ABT Chellanger	20.00
Smiley	15.00
Three of a Kind	18.00
Pop Up	15.00
Champ, Basketball	18.00
Ship. Wizard	19.50
Whiz	18.00
Whiz Basketball	18.00
Got. 3-Wey Grippars	20.00
Marc. Grippers	20.00

5 BALL PIN GAMES

Guys end Dolls	$ 65.00
Pin Wheal	95.00
Quertette	59.50
Shindig	95.00
Poker Fece	85.00
Heppy Days	65.00
Disc Jockay	65.00
Rose Bowl	65.00
Skillpool	75.00
Madison Sq. Garden	50.00
C.O.D.	95.00

ARCADE EQUIPMENT

Bally Big Inning	$ 85.00
Pitch'm & Bat'm	175.00
Wms. DeLuxe Baseball	125.00
Wms. World Series	99.50
Life-e-League	75.00
Evens Bet-e-Score.	145.00
Heavy Hitter	35.00
Star Super Slugger, new	Write
Coon Hunt	150.00
Sbg. Baar Gun	125.00
Bally Defender	125.00
C.C. Pistol	50.00
Dale Gun	50.00
Ex. Sportlend	175.00
Ex. Gun Patrol	95.00
Ex. Six Shooter	95.00
Ganco Sky Gunner	95.00
Silver Bullet	125.00
Ex. Jet Gun	125.00
Ex. Shooting Star	185.00
Champion Hockey.	125.00
C.C. Hockey	75.00
C.C Goalea	95.00
C.C. Basketbell	195.00
K.O. Fiter, F.S.	350.00
Vibrators, F.S.	150.00
Shoe Brush-Up	95.00
Shoe Shine Mach.	150.00
Midget Movies	125.00
Mut. Card Vandors	50.00
Phil. Toboggan (10)	475.00
Sidewalk Engineer	195.00
Muto. Photomet	350.00
Auto Photo, newast	Write
Balloonomat, naw.	395.00
Belloonomat, F.S.	345.00
Keeney Targ. Gun	195.00
Zodiec Vander, new	395.00
Muto. Lord's Prayer	395.00
Zero Dert, F.S.	295.00

WURLITZER DISTRIBUTORS



M. S. GISSER
Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phonas: Tower 1-6715
Tarms: 1/3 deposit with all orders, balance C.O.D.



SIZE
Height—66"
Width—24"
Depth—17"

GUN SMOKE

DOUBLE FEATURE
PLUS
SKILL FEATURE

SKILL BUTTON

LOCATION TESTED
NOW
IN PRODUCTION

GAMES, INC.

661 NORTH WELLS STREET
CHICAGO 10, ILLINOIS
(Phone: MIchigan 2-5101)

EXPORT OUR SPECIALTY

We have been supplying foreign countries with the finest reconditioned music machines for the past number of years. We have what you want. You get what you want. We invite inquiries.

KOEPPEL DISTRIB. CO. 629 TENTH AVENUE NEW YORK 36, N.Y.

Through The Coin Chute

EASTERN FLASHES

The first thing we want to do is to sincerely and wholeheartedly thank our many friends who have made this, The Cash Box' 14th Anniversary Issue, possible. Without their support and assistance over the years, it wouldn't have been possible to turn out what is the biggest single issue ever published in this industry. And, of course, we pledge to continue to serve the trade in the future with all our energy and resources. We hope we're all around in the years to come to participate in more and more Anniversaries.

* * *

Dave Stern, Seacoast, Elizabeth, N.J., gets a terrific break when the N.Y. ABC Board specifies Fibre-Glass Cue sticks to be used on pool games. Dave has them available for immediate delivery. . . . **Murray Kaye**, Atlantic New York Corp., becoming a regular golf bug. A beginner, Kaye has the opportunity of playing every week-end when he visits his family in the country. During our visit at this distributor, Meyer **Parkoff** takes the last floor sample of the Seeburg "V-200" off his floor to satisfy a customer. . . . New firms to join the Associated Amusement Machine Operators of New York this week are: Amplay Amusement Co. (**Sam Gold, Joe Kohn** and **Alvin Wise**); Bay Ridge Amusement Co. (**Joe Roe**); Capital Amusement Co. (**Joe Katz** and **Max Katz**); and H. K. Amusement Co. (**H. Kaplan** and **Elvin Landman**). . . . **Nash Gordon**, business manager of the Music Operators of New York, leaves Friday (July 20) for a vacation. He, the missus and daughter **Marjorie** and son **Louis** take off by auto. Hope to visit Niagara, Thousand Islands, Montreal and maybe some New England states. . . . **Irv (Kempy) Kempner**, Runyon Sales Co., expected to get off for a road trip on Tuesday, but wasn't able to leave the office. Even tho **Barney (Shugy) Sugerman** conferred with many of the visiting ops, Kempy kept busy doing the same. They report ops grabbing up all the AMI "G-200" phonos that arrive. . . . When you read this, two of our coinrow men will be vacationing in Miami Beach. **Harry Koeppel**, Koeppel Distributing Co., left Friday (July 20) and will be at the Algiers Hotel for about 10 days or two weeks. **Nat Solow**, Atlantic New York Corp., left Monday (July 16) with his family for a two week stay. At Koeppel's, **Hymie** will take off on Aug. 3, at which time Harry will be back.

* * *

With **Abe Lipsky**, Young Distributing, away visiting music ops in Connecticut, **Joe Young** and **Irv Holzman** so busy seeing visiting ops and answering the phone, that we hardly had time to say "hello". "Just tell the trade" they said, "that the Wurlitzer model '2000' is in big demand by the music ops, and we are doing our best to take care of their orders". . . . With **Al Simon**, Albert Simon, Inc., still out West, **Al D'Inzillo** reports that it looks like Genco has a big hit in "State Fair", its new gun. . . . **Ben Haskell** of the law firm of Haskell and Blatt, hospitalized for the past month with a heart condition, leaves for home on Sat. (July 21). **Teddy Blatt** tells us that Ben has recovered completely. . . . **Joe Van**, recently appointed manager of the New York branch of National Rejectors, recalled to St. Louis. **Ed J. Gaetz** will not take over the management of this branch. . . . **Mike Munves** seems to be just as busy at this time as he was a month ago. "Mostly parts and supplies", he says, "with export shipments big". . . . **Louis Wolberg**, Runyon Sales Co., reports the firm so busy, he can't take a vacation—takes every Wednesday. However, he's planning on 1957, when he'll take his wife and kids to Miami Beach during vacation time. . . . **Al Denver**, president of the Music Operators of New York, reports unusually fine progress on its Journal for its 19th anniversary banquet, being held once again in the main ballroom of the Waldorf-Astoria Hotel. Date is Saturday night, October 20. As in all previous affairs, Denver expects a sell-out crowd of around 1,000 to attend. . . . As anticipated, situation in New Jersey remains the same, with the opposition to **Governor Meyner**'s veto unable to come up with enough strength to override. Seems like next move will have to be a referendum at the November election. Coinmen here need plenty of assistance, and it's recommended that they communicate with **Irv Morris** or **Ed Burg** in Newark, N.J.

Through The Coin Chute

UPPER MID-WEST MUSINGS

Mr. and Mrs. Ralph Harvey of Mitchell, S. D., spent the week-end in the Twin Cities visiting their grandchildren. They managed to get in some shopping, picking up records and parts for their route. . . . **John Czderniak** of Duluth, Minn., stopped off for a few hours to shop around. . . . **Don Bolier** of Baldwin, Wisc., made the trip into the Twin Cities to pick up a few pieces of equipment. . . . **Mr. and Mrs. Jim Stolp** of Greenbush, Minn., were seen shopping around for games for their route. . . . In the story of local boy makes good—**Bill Bellman**, former Minneapolitan and now residing in San Bernardino, Calif., D. J. turned songwriter, has had one of his songs pressed under the Capitol label. The new song is "All Shook Up". . . . **Vinc Jorgenson** of Mason City, Iowa, strayed up north to the Twin Cities and shopped around for music for his route. Vinc reports that business conditions on his route are very good. . . . **Ben Jahnke** of Hutchinson, Minn., is limping around, using a cane. As yet there is no definite diagnosis as to what the trouble is. . . . Recent visitors to the Twin Cities were **Bob Bregel** of Benson, Minn., **Al Engelstad** of Kasson, Minn., **L. A. Anderson** of Hudson, Wisc. **Len Worsech** of Montevideo, Minn., **August Quade** of Rochester, Minn., **Fred Dahlin** of St. Paul, Minn., and **Chet LeDoux** of Virginia, Minn.

Through The Coin Chute

CHICAGO CHATTER

This week's issue will, most definitely, indicate the leadership attained by **The Cash Box** since its inception fourteen years ago.

It was a warm, summer's day in June, 1942, when **The Cash Box** was born. The basic idea for its birth was to help continue this industry thru the dreadful War II period by helping to maintain a nucleus of men upon whom this industry could build when the war was over.

The Cash Box was completely confident America and its allies would win the war. Furthermore, and as many will recall, **The Cash Box** was just as certain this industry would continue to exist and even thrive thruout the war period. That it would grow greater after the war.

This faith, this confidence, this unswerving belief in this industry is now most apparent in each and every page of this week's **14th Anniversary Issue** of **The Cash Box.**

There are some who, reading this, must find their faces turning scarlet. These were the people who, when **The Cash Box** came into being, stated:

"Do you think for even a minute they're going to let shipments of machines continue when every bit of transportation will be tied up for war materiel?"

Others said, "You're nuts, starting a magazine now. All of us, every single one of us, will soon be in the war."

Many, many other such remarks can be recalled.

But **The Cash Box** has continued to grow. Ever greater. Because **The Cash Box** is sincerely, wholeheartedly and completely concerned with this industry and this industry only. This industry is its life. This industry is its love. This industry is its heart and its soul. To this industry, and this industry only, has **The Cash Box** dedicated itself.

To this industry **The Cash Box** humbly bows in grateful thanks for its great and continued growth paralleling to some extent the growth of those firms in this trade who also continued on ahead these past fourteen years.

This industry will go ahead. It will grow ever greater. It will be ever more appreciated. It will be better accepted. It will gain its rightful due and full recognition for giving to America and to all the world the finest, most economical, most relaxing entertainment yet conceived by man.

There are some, by the way, who still continue to ask:

"Where did you ever get the name—'The Cash Box'?"

This dates back many years. To the time when the writer, as a teenage youngster, clerked in a drugstore. The druggist, his late uncle, was from the old school. A pharmacist from the old country who, like so many others, emigrated to these beautiful shores, seeking the marvelous freedoms of America. To get away from religious and racial persecution. Away from the slavery under the Tsars.

His cash register of those days was a small drawer attached to the bottom of the counter which, when pulled out to make change or deposit a sale, tinkled a tiny bell.

One of his intriguing, philosophical expressions was, "When everything's said and done, when the years have passed by, when life's nearing its end, it's what's in the cash box that counts."

Meaning by this, as he would explain, much, much more than just money. But, rather, the accumulation of all good deeds. All knowledge. All happiness and a worthwhile life.

So, when you next see the slogan on the bottom of one of these pages, **"It's What's In 'The Cash Box' That Counts,"** you'll now know how and why the name of this publication came into being.

Some of the proposals originated, sponsored and pioneered by The Cash Box to help benefit the industry over these past fourteen years, are:

"Dime Play";
"Front Money Guarantees";
"Location Lease Agreements";
"National Credit Bureau";
"National Public Relations Bureau";
"National Coin Machines Board Of Trade";
"School For Mechanics";
"2 Minute Records";
"Equalized Tonal Volume For All Recordings";
"M.O.A.";
"A Day Of Dimes For The 'March Of Dimes'";
"20 Year Club";
"Teenage Canteens".

And so many, many others, not to forget the fact that "The Cash Box Price Lists" are now over 17 years old and were the basis for the creation of **The Cash Box** itself.

We seem to be running out of space. We feel certain, tho, that the readers of this column will, this one time during the year, excuse us. Grant us this privilege to reminisce.

This column wants to most sincerely thank all of its readers for their loyalty, their support, their good wishes, their devotion and, especially, for their dearly treasured friendship.

It is the sublime hope of this column that all of us will be here to help celebrate the **Silver Anniversary,** the 25th year, of **The Cash Box.**

May God bless all of you for helping The Cash Box to continue its unswerving faith in the future of our industry.

America's Leading Export Specialists

BINGOS
FIVE-BALLS
PHONOGRAPHS
ARCADE EQUIPMENT

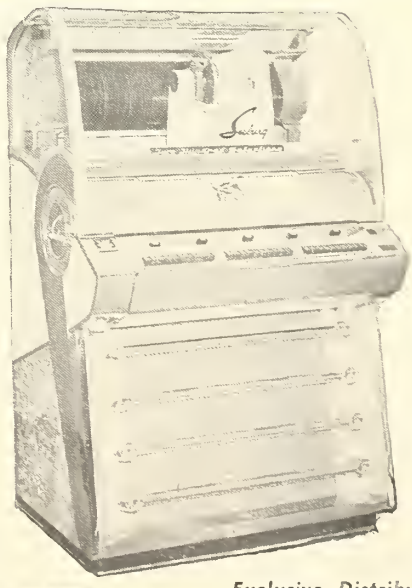
We have recently completed a huge expansion of our Export Department. Improved mechanical, electrical, cleaning, spraying and packing facilities now assure you of receiving the very finest reconditioned equipment carefully crated to insure safe transit. Our Export Department will be pleased to advise you on your particular problems. Power modifications, special coin chutes, special handling are available on request. Whether your order is for one piece or one hundred pieces it will receive prompt and courteous attention. Our beautifully illustrated Export Catalog will be airmailed to you upon request.

Cable Address: "ENCOMACH", Chicago, Ill.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

SEEBURG Leadership

THE SEEBURG V-200 . . .
the world's first dual music system



Exclusive Distributors for J. P. Seeburg Corp.



A Quarter Century of Service

ATLAS MUSIC COMPANY
2118 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

Just Wait UNTIL YOU SEE THE Rock-Ola 200

H. B. BRINCK
825-7 EAST FRONT
BUTTE, MONTANA

America's Finest Phonograph
WURLITZER
Centennial Model 2000
DISTRIBUTED BY
FRANKLIN SALES CORP.
265 FRANKLIN ST. BUFFALO, NEW YORK

United Music Ops of Michigan To Conduct Series of Record Hops



ROY SMALL
Conciliatar and Public Relatians Counsellor, United Music Ops of Michigan

DETROIT, MICH.—Roy Small, the United Music Operators of Michigan, advises that the organization in co-operation with the Hamtramck Recreation Commission, will conduct a series of sixteen record hops. They will take place each Thursday evening at Vet's Memorial Park, Hamtramck.

The first hop was held on July 12 and 1500 youngsters turned out sending the new series off to a successful start.

Mitch Jachinski, disk jockey at WDOG, was master of ceremonies, introducing entertainers Lonnie Satin, Capitol artist; the Pettycoats, Unique Records trio; and the Stylers, male trio who record for Jubilee Records. Adele Storm presented several local amateur acts to round out the show.

Anthony Siracuse, Circle Music, will provide the records needed for all sixteen dances.

Bob Maxwell, WWJ-Detroit, will mc the next hop to take place July 19.

Through The Coin Chute

CALIFORNIA CLIPPINGS

The past twelve months have seen many new games, phonographs and records hit the harket, and business along Pico hit a new high. The distributors of coin machines, games, phonographs and records are looking forward to the coming year with continued success. . . . At Paul A. Laymon, Inc., **Jimmy Wilkens** reports that the Rock-Ola phonograph and used equipment have been moving very well. **Ed Wilkes** is spending his vacation in Canyon City, Colorado visiting relatives with his wife and two youngsters. **Don Peters** will take leave of the machine shop for a two week tour with his family to Northern California, Oregon, Washington and Canada. . . . **Vince Passaro,** new Business Manager of the Los Angeles Division of California Music Merchants Association, is all settled in the Association's headquarters on Pico. **Ben Chemers,** former Business Manager, will soon announce his future plans. . . . **Bill Champlain** of Champlain Amusement Company, Dodge City, Kansas, making the stops along Pico. . . . At Minthorne Music Company, **Roy Provencher** reports very good sales of the Seeburg "V-200" in the San Bernardino and Bakersfield areas. Minthorne is sponsoring **Joe Tamulonis'** son in the "Soap Box Derby" being held in Banning. The second Seeburg Service School held last week at Minthorne was a tremendous success with many operators coming in from the outlying areas to attend. **Charles "Pop" Dacy** has rejoined the staff in the Parts Department. . . . **Phil Robinson** and his wife entertaining **Mr. & Mrs. Avron Gensburg** of Genco Manufacturing Company with a tour through Disneyland. Phil says that he has had to have additional shipments of Chicago Coin's "Twin Hockey" game due to the demand from operators. **Dottie Vance** of RCA Victor caused quite a stir at Leuenhagen's Record Bar when she walked in leading a basset hound to plug **Elvis Presley's** new release of "Hound Dog". The **Solle Sisters, Mary, Kay and Claire** were discussing the new releases with **Lee Nelson,** Santa Ana operator, and all agreed that **Fats Domino's** "When My Dreamboat Comes Home" on Imperial and "Sweetheart Polka" by **Billy Vaughn** on Dot should take off and hit the top. The Solle's niece, **Barbara Chandler** has taken her place at the Bar for the summer and recruited her classmate, **Barbara Sheridan,** as her assistant. . . . **Dave Wallach** and **Al Bettelman** busy on the floor at C. A. Robinson & Company with United's "Select Play" shuffle alley and combination shuffle alley and pool game "Pool Alley". Operators are very impressed with both of these new games. . . . **Pat McCann,** Los Angeles operator, says that the show tunes on the E.P.s are the hottest records in his locations. . . . **Gene Block,** Columbia promotion, dropped in to see **Norty Beckman** at Norty's Music Center. Norty has topped his largest order by receiving an order from the mid-west for 1440 records. Norty says that the mail order business is going so well that he is anticipating expanding that department. **Richard Barrientos** says that **the Gallahads'** new release of "The Fool" on Jubilee has started to take off with the operators. **Ann Marinez** predicts the **Fontaine Sisters** have another hit with "Lonesome Lover Blues" on Dot.

John Freemaan and **Sonny Lomberg** are busy with local and export orders at Simon Distributing Company. **Jack Simon** in Las Vegas on business for a few days. . . . At Badger Sales Company, Inc., **Bill Happel** says that the operators are finding the simplicity and "eye-level" selections of the new AMI "G-200" phonograph two of its outstanding features. One operator reported to **Al Silberman** that with the installation of the new phonograph his business increased 35%. **Fred Gaunt** busy in the showroom with operators interested in Genco's "State Fair" rifle that had just arrived on the floor. . . . At California Music Company, **Gladys Pahlframan** dropped in to see **Gabe Orland** and **Sam Ricklin** and tell them that she keeps up with the doings at California Music through The Cash Box. Gladys, a former employee of California Music, is now office manager for Decca in Cleveland, Ohio. Gabe says the operators have been commenting on the new two-color mailers that he is now sending out. **Betty Williams** has returned to her old post after being gone for ten weeks. **Martha Delgado** says that **Keely Smith's** "I Wish You Love" On Capitol should take off.

A shipment of the new Wurlitzer model "2000" was received at Sierra Distributors and **Wayne Copeland** says they are filling the orders as fast as they come in. **Frank Davis** says the sales in the Parts and Accessory department are going sky high. **Leonard Hicks,** formerly of Kansas City, Missouri, is the new manager of the Parts Department and **J. W. "Bart" Bartholomew** has joined the force in the shop. **Pete Ley** returned from a successful trip throughout San Joaquin Valley area. . . . **Karl Johnson,** Wurlitzer factory Service Engineer, conducted a Special Service School at Sierra and it was attended by operators from near and far. . . . The remodeling was completed at A&A Vending Maintenance, so **Mimi Greenfield** had herself a new hairdo to go with the new decor.

Airmail Subscription
The Cash Box $30.

US GALS

By CISSIE

I want to thank all you gals, via this column, who sent me letters congratulating **The Cash Box** on its 14th Anniversary. In return, I want to wish each and every one of you, on your birthdays, a very healthy, happy and prosperous long life.

Summer is in full swing once again. My golfing gal friends must all be breaking 100 by now. Hear that **Sara (Mrs. Herb) Oettinger** is sure hitting that elusive little, old golf ball but good at Green Acres Country Club. . . . **Dorothy (Mrs. David) Gottlieb** enjoying her summer vacation at Eagle River, Wis. . . . **Irene (Mrs. Nate) Gottlieb** due up in the north woods the last week in July to visit her son, Shelley, at camp. . . . Want to thank **Ellie (Mrs. Sam) Stern** for sending that very lovely pamphlet of the Mary Lawrence Chapter assembly. Hope to be able to attend the next time. (You're doing a great job, Ellie, and we certainly are happy to be a small part in this magnificent children's charity). . . . Would just love to see **Eloise (Mrs. Joe) Mangone's** face the day her son, Joel, starts cooing at her. And, especially, would like to be present the first time he says, "Mama". We know who's running the gorgeous Mangone house these days, Eloise. And isn't it great? . . . Haven't heard from **Lucy (Mrs. Bill) DeSelm** lately. Hi, Lucy!!! . . . Last time we saw **Leona (Mrs. Ted) Bush** in Chicago she'd lost 10 lbs. And does she look but beautiful. . . . Wonder if **Kaye (Mrs. Art) Weinand** and her very lovely children are enjoying the summer? . . . **Trudy (Mrs. Ben) Coven** finally moved out to their summer home in Lake Geneva, Wis. . . . **Sydelle (Mrs. Wm.) Blatt** of Miami Beach must be enjoying her auto vacation. Sydelle and her Bill took off for a car trip to the West Coast. . . . Hear that **Nicky (Mrs. Bill) O'Donnell** looks just like a doll these days. . . . Saw **Isobel (Mrs. Joe) Kline** and she sure looked mighty pretty. . . . **Rosemary (Mrs. Paul) Huebsch** must be real happy with her house this summer. . . . Wonder when **Ruth (Mrs. Ralph) Sheffield** will be pickling some more watermelon rind. Ummmm was that ever delicious. . . . Thanks to **Berenice (Mrs. Walt) Huber** of San Francisco for the lovely card and the even lovelier message she sent. Sure happy to hear, Berenice, that you are all healthy and happy. . . . What a lovely young grandma is **Rose (Mrs. Maurie) Ginsburg.**

Here's a slick trick or two that may come in very handy. If your perfume is getting very low, drop a few small glass beads into the bottle. The beads will keep the liquid level up high and thereby eliminate air space which will reduce evaporation. When traveling with bottles of perfume and cologne carry a few small birthday candles along. Before packing, seal the perfume and cologne as well as hubby's shaving lotion by dripping wax from the burning candle around the stoppers of the bottles.

Here's one all you gals will go for—if zippers are stubborn run a lead pencil up and down the entire length several times while the zipper is closed. You'll find it'll work everytime.

P.S. (Hope you like this grand 14th Anniversary Issue and, especially, this column. Do write and let me know.)



Venezuelan Market Good

NEW YORK—Delfin Enrique Paez, Counsul General in New York, recently stated that United States exporters can look forward to continued good demand for consumer items, and it appears that Venezuelan export will soon be doing a billion dollars a year with his country.

Paez said that recent economic developments in this country have stimulated demand for United States products.

Referring to capital equipment requirements, he cited three major reasons why Venezuela will provide an important outlet for United States goods.

First, the Government is carrying out a large and systematic public works program, including super highways, flood control and irrigation works, electrification projects and a brand new railroad system at a cost of "many billions of dollars."

Second, thru independent agencies, the Government is providing the country with such major basic industries as a steel mill to take care of part of the steel requirements, and a petrochemical industry that will produce chemicals for Venezuelan industry and fertilizers for her agriculture.

Third, and perhaps the most important, is the fact that an industrial climate is at last being created in Venezuela, by free enterprise and private initiative. There has been a growth of new factories and assembly plants.

Congratulations
from
AMOA
of
MIAMI, FLA.

Congratulations
on your 14th Anniversary
•
MARMER DISTRIBUTING CO.
CINCINNATI, O.

EXCLUSIVE DISTRIBUTORS FOR THE TWO LEADING MANUFACTURERS IN THE U.S.A.

BALLY

—AND—

AMI

EXPORT INQUIRIES INVITED!

SHELDON SALES

881 MAIN ST.
BUFFALO, N. Y.

1626 N. SALINA ST.
SYRACUSE, N. Y.

PRESCRIPTION:

To two parts of hard work and your own personality add an attractive gift for your locations or players.

Promote greater cash box intake with merchandise premiums.

Ideal for your own personal gift obligations. Send for our 300 page catalog of nationally known articles. Write:

GRANT SHAY

H. Horwitz Company

36 So. State Street
Chicago 3, Illinois

ALL GAMES RIGHT FROM LOCATION IN WORKING ORDER

BOWLERS—RIGHT FROM LOCATION

Bally CHAMPION	$100.00
Bally ROCKET	150.00
Bally JET	160.00
United ROYAL	50.00
United CHIEF	65.00
New Keeney Coffee Machine	Write
Rock-Ola Corner Speakers (Large Lightup type)	$ 12.50
Bally SPACE SHIP	175.00
Williams KING O' SWAT	300.00
Williams ALL STAR	125.00

WRITE — WIRE — PHONE TODAY!

We are exclusive factory distributors for:
BALLY - WILLIAMS - ROCK-OLA

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

Can you tell me where I can buy . . .



For Any Information relating to this industry . . . JUST PHONE . .

THE CASH BOX

in New York City
JUdson 6-2640

in Chicago
DEarborn 2-0045

in Hollywood
HOllywood 5-1702

in Boston
ALgonquin 4-8465

Meeting Dates

Music Operators' Associations

July 30—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Aug. 2—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

2—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.

2—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General)

6—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

6—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

6—Baltimore Amusement Machine Operators' Assn.
Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.

8—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

9—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.

9—Eastern Massachusetts Music Operators' Assn.
Place: Beaconsfield Hotel, Boston, Mass.

13—Tri-County Juke Box Operators' Assn.
Place: Elum Music Offices, Massillon, Ohio

14—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.

14—Western Massachusetts Music Guild
Place: DeMarco's Restaurant, West Springfield, Mass.

15—New York State Operators Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.

15—Automatic Equipment & Coin Machine Owners' Assn., Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.

16—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).

16—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

16—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

18 & 19—Alabama Amusement Association
Place: Gulf Shores, Ala.

19 & 20—South Dakota Phonograph Operators' Assn.
Place: Lawler Hotel, Mitchell, S. Dak.

Sept. 22 & 23—Music Guild of Nebraska
Place: Blackstone Hotel, Omaha, Neb.

Attention: Operators' Associations

Associations desiring listings in this column, please write to THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

GOTTLIEB'S

CLASSY BOWLER



Location Test Reports Unanimous:

COLLECTIONS HIGHEST IN YEARS— IT'S REALLY CLASSY!

- Hitting Four Consecutive Strikes Lights Hole for Special
- Hitting Additional Strikes Without Getting a Spare Increases Value of Special
- Spares Add Up for Special Score
- 3 Targets and 4 Rollovers Score Strikes
- 2 Targets, 2 Rollovers and 2 Holes Score Spares
- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

- All New One Piece Steel Score Card Plate and Ball Shooter Gauge
- Extra Heavy-Duty Steel Legs
- Chrome Plated Flipper Button Cabinet Guards
- Plated Cigarette Holders

Subject to AMUSEMENT TAX Only!

Amusement Pinballs as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE
CHICAGO 51, ILLINOIS

Keeney Starts Shipping New Combination Vendor

Firm Reaches New Vendor Production Mark



PAUL HUEBSCH

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city not only announced that the firm was starting to ship its new combination Hot Coffee-Hot Chocolate vendor but, he reported, the company had also attained a new high volume production mark for its present vending machines.

"Business has been great for our vending machines division", Paul Huebsch reported, "with the sales curve constantly going upward for our Hot Soup Vendor, Hot Coffee Vendor, Snack and Cigarette vendors.

"In addition", Huebsch stated, "we have just started shipping our new 500 cup capacity Hot Coffee-Hot Chocolate machine which is completely automatic in every regard, even to an automatic cup drop and two mixing bowls.

"We fully believe", Huebsch claims, "that more and more operators are turning to vendors and have found that the Keeney line of vending machines is the finest for them in every regard.

"We have done everything possible to make every single one of our merchandisers completely automatic.

"The operators need but fill them and let the public do the rest. The vendors are easy to understand. The public likes them. The public acclaims our hot coffee, hot chocolate and all the products that we are offering.

"We have set aside even more space in our factory for continued volume production of our entire vending machine line.

"With our new combination Hot Coffee-Hot Chocolate vendor now rolling out of our factory we feel certain that this will prove to be one of the very busiest summers in all our history."

LEADERSHIP
THROUGHOUT THE FAR EAST
•
BILL SUTER
AMI Far East Representative
MANILA, PHILIPPINES

Congratulations
to
THE CASH BOX
on its
14th Anniversary
from
THE MEMBERS OF
NEW YORK STATE OPERATORS GUILD
Headquarters: BEACON, NEW YORK

QUALITY RECONDITIONED MACHINES

GOTTLIEB GUYS & DOLLS	$ 69
GOTTLIEB DRAGONETTE	139
GOTTLIEB MYSTIC MARVEL	139
GOTTLIEB DUETTE (2 Player)	219
UNITED LEADER (Bowler)	119
UNITED BANNER (Bowler)	189
UNITED COMET TARGETTE (Bowler)	199
BALLY CONEY ISLAND (Bingo)	39
BALLY BRIGHT SPOT (Bingo)	69
BALLY VARIETY (Bingo)	169
BALLY SPOTLIGHT (Bingo)	69

Write For Complete List, New and Used PIN GAMES, PHONOGRAPHS, SCALES, POOL GAMES
Prompt Attention to Export Orders
Over 20 Years Experience
IRV OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill.
Phones: COrnelio 7-7272

CONGRATULATIONS...

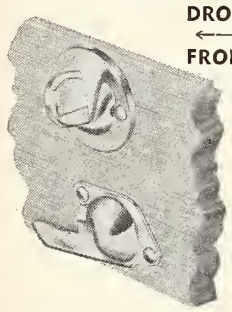
BILL GERSH *and*
CASH BOX

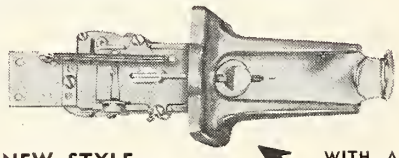
On Your 14th Anniversary

.....Our Sincere Good Wishes
for Continued Success

chicago coin MACHINE COMPANY
1725 W. Diversey Chicago, Illinois

HEATH—MONARCH
FIRST IN COIN CHUTES
DURABLE PROTECTION SINCE 1918





NEW STYLE FEATHER TOUCH CHUTES

WITH ALL METAL LONG FRONT HOUSING

NEW CATALOG NOW AVAILABLE TO MANUFACTURERS & PARTS JOBBERS

HEATH SALES CO.
570 POPLAR ST. • P.O. BOX 1445 • PHONE 5-0161 • MACON, GEORGIA

The **OKLAHOMA** *Home*
of the
World's Greatest Products
CULP DISTRIBUTING CO.
614 W. GRAND STREET, OKLAHOMA CITY, OKLA.

Best Wishes
FROM ALL THE
MUSIC OPERATORS OF NORTHERN ILLINOIS

Jack Mitnick Joins United Manufacturing Co. In Executive Role

Exact Capacity To Be Announced at Later Date



JACK MITNICK

CHICAGO — Herb Oettinger of United Manufacturing Company, this city, announced this past week that Jack Mitnick of New York had just joined the United family in an executive position.

Official announcement as to the exact position which Mitnick will occupy at United Manufacturing Company was not as yet officially released by the firm.

Oettinger stated, "We are most sincerely proud and very happy to announce that Jack Mitnick has joined our organization and will be a very busy executive in the United family."

Oettinger also reported, "Further details as to the executive position which Jack Mitnick will assume with our organization will be announced at a later date."

It is understood that Mitnick will make his permanent home in Chicago and is moving here from New York.

Jack Mitnick has been engaged in the coin machines industry for a great many years.

His last position was with AMI, Inc. of Grand Rapids, Mich. for whom he was Eastern Regional Director.

Look!



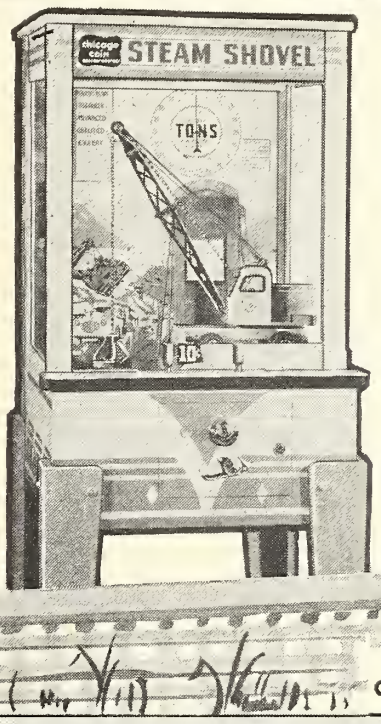
Greatest Action You Ever Saw!

TWIN HOCKEY

- Scoring value of balls advance as game progresses! (From 10 to 50)
- 1 or 2 can play!
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Formica Playfield and Control Panels!
- 5c or 10c per player! Optional 6 for 25c



REGULAR OR MATCH MODELS WITH FREE PLAY!



For Sidewalk Engineers From 6 to 106

STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores . . terminals . . arcades . . dime stores . . etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!

A POOL GAME FOR EVERY LOCATION
CHAMPION SENIOR POOL • CHAMPION POOL & Model 35
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL

chicago coin MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

Happy Birthday This Week to:

Benjamin J. Fine, Baltimore, Md.
E. E. Peterson, San Diego, Calif.
Hugh W. Minter, Norfolk, Va.
Willard Krouse, Cleveland, O.
Henry C. Knoblauch, Hudson Falls, N. Y.
Milton M. Braun, Savannah, Ga.
Wm. Buset, Ft. Williams, Ont., Canada
E. R. Sheldon, Jr., Payette, Ida.
W. J. Osburn, Modesto, Calif.
Emil J. Pfister, Sheboygan, Wisc.
Sam Waldor, Newark, N. J.
James H. Young, Warwick, Va.
Harry Wichansky, Elizabeth, N. J.
Irving Geltzer, New London, Conn.
Bastenie Amand, Antwerp, Belgium
F. H. Decker, Fond Du Lac, Wisc.

New "20 Year Club" Members

CHICAGO—The following new members were added to The Cash Box' "20 Year Club" this past week:

Lucas Zetting, Slinger, Wisconsin—23 years
Pearl Johnson, Brazil, Indiana—36 years
William F. Hewitt, Conway, Michigan—28 years
Lynn T. Loy, Greensboro, North Carolina—20 years
Eldon W. Knapp, Crystal Beach, Ontario, Canada—25 years
Harry Jacobs, Jr., Milwaukee, Wisconsin—20 years
Thomas F. Lee, New York, New York—20 years
Theodore S. Gutowski, San Francisco, California — 20 years
James E. Upshaw, Junction City, Kansas—20 years
George Burroughs, New Haven, Connecticut—21 years
Harry Kertman — Rochester, New York—22 years

Applications for membership in the "20 Year Club" should be mailed to: The Cash Box, 32 West Randolph Street, Chicago, Illinois.

CLOSING OUT

BRAND NEW POOL GAMES

Regular and King Size

AT BELOW COST!

(Anti-Warp Adjusters Included)

POOL SUPPLIES

Cue Sticks	$1.50
Chalk, Gross	3.50
Plastic Cups, red, white, yellow	.50
Plastic Bumpers, red or white	.50
Pool Balls, set of 10, 2 1/8"	10.00
Overhead lights w/brkt.	10.00
Anti-warp adjusters, set of two	8.95
Billiard Rail Brush, doz.	6.00
Cue Repair Kit	4.95

Write for complete list of parts

Pool Game Playfields

NOVOPLY—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play . . . . Each $35.00
King Size Tops. Each 45.00

MID-STATE CO.
2369 Milwaukee Ave.
Chicago 47, Ill.
Tel.: Dickens 2-3444

You are now reading the...

BIGGEST SINGLE WEEK'S ISSUE

of any magazine in the history of the industry



NEW YORK
CHICAGO
HOLLYWOOD
BOSTON
LONDON

CLASSIFIED ADVERTISING SECTION

WANT

WANT — Seeburg Phonos, Model M100B and later models. Also AMI D80 and later models. For Resale. Quote condition and lowest cash prices. HASTINGS DISTRIBUTING CO., 6100 WEST BLUEMOUND ROAD, MILWAUKEE 13, WISC. (Tel.: BLuemound 8-6700).

WANT — An established profitable route in the State of Connecticut. Either music or combination music and games. Large or small. Cash available. Write: BOX # 358, c/o THE CASH BOX, 26 WEST 47th ST., NEW YORK 36, N. Y.

WANT — Music: Seeburg M100-B's, BL's or C's. For Resale. Quote lowest eash price and condition. CASEY JONES & CO., 332 SO. JENNINGS AVE., FORT WORTH 4, TEX.

WANT—To Buy. Will pay cash $ for Shuffle Alleys, Bingo Machines, Used Music, Kiddie Rides, Drivemobiles, King of Swat. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. (Tel.: ALgonquin 4-4040).

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We buy year round, any quantity. We can provide shipping cartons if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, BALTIMORE 18, MD. (Tel.: BElmont 5-2881).

WANT—Late model phonos for resale. Please quote best price in first letter. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 36, N. Y. (Tel.: CIrcle 6-8939).

WANT—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: GArfield 3585).

WANT — 45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: DIckens 2-7060.

WANT — Bingos and Gottlieb 5-Balls for resale. 100 Records Seeburg 45 Hidden Units. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: 4-6703).

WANT—Bally ABC Bowlers, new or used—for cash or will trade for Bingos or Pool Tables. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: SUperior 1-4600).

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel.: UNion 1-7500).

WANT—All Seeburg Phonos: Model M100-A's; M100-B's; M100-C's; M100-G's. Also Wurlitzer and AMI Phonos. Will pay best prices. ATLANTIC NEW YORK CORP., 843 TENTH AVE., NEW YORK, N. Y. (Tel.: PLaza 7-3140).

WANT — Phonograph records made before 1940. Dealers or juke box stock. I will pay the highest prices. Some labels wanted are Brunswick, Vocalion, Paramount, Gennett, Meletone. JACOB S. SCHNEIDER, 109 WEST 83rd ST., NEW YORK, N. Y. (Tel.: TRafalgar 7-9147).

WANT — Bally: Variety; Big Time; Gay Time; Miami Beach; AMI Model "C", 40, 80 & 120 selection Hideaways, Wall Boxes & Steppers; Seeburg 100 Hideaways and 3W1 Wall Boxes. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel.: 2648).

WANT—Used Records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33-1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36. N. Y. Tel.: JUdson 6-4568.

WANT—Music: Seeburg 100-A's, BL's, C's; R's; Wurlitzer 1700's, 1800's. Pinballs, all late Gottlieb. Arcade and Bally Bingos. Write stating price and quantity in first letter. BELGIUM AMUSEMENT COMPANY, LTD., 3126 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: DEvonshire 8-6931).

WANT — Williams' King O' Swat; United Sluggers; ChiCoin Big League Baseball and Super Home Run; Genco Big Top Guns; Gottlieb multiple player pinballs; Bally ABC Bowlers; United Regulations. Will buy or trade. GEORGE PONSER CO., 123 WEST RUNYON STREET, NEWARK 5, N. J. (Tel.: BIgelow 3-7422).

WANT—Pay Cash. United Fifth Innings; Chicago Coin Big League; Seeburg 100B and BL; AMI E120. Call, wire, write Collect. DAVE LOWY, 592 TENTH AVE., NEW YORK, N. Y. (Tel.: CHickering 4-5100).

WANT — Literature on any type of coin machine — Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose. WITHAM ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVE., GLENS FALLS, N. Y.

WANT—United Regulations and Bally ABC Bowlers for cash or will trade for Bingos or Pool Tables. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND 15, OHIO. (Tel.: TOwer 1-6715).

WANT — For cash. Late Arcade machines, including Bear Guns, Genco 2-Player Basket Ball. State condition and price in first letter. ECONOMY SUPPLY CO., 579 TENTH AVE., NEW YORK, N. Y. (Tel.: CHickering 4-8628).

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—Bingos Cleaned, Ready for Operation. Palm Springs, $90; Ice Frolics, $90; Beauties, $50; Beach Clubs, $75; Circus, $60; Yacht Clubs, $55; Palm Beaches, $40; Coney Island, $32.50. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI, OHIO. (Tel.: MAin 1-8751).

FOR SALE—Shuffleboard Operators, prices slashed while they last. 20 Ft. refinished maple top, $195; 22 Ft. refinished maple top, $295; 22 Ft. National slightly used, complete, $595; 12 Ft. American Bank Board refinished, $395; 6 Wall type Electric scoring units, $49.50 each. STANLEY AMUSEMENT CO., 119 TACOMA AVE., TACOMA, WASH. (Tel.: BR 3663).

FOR SALE — Non-warp Ply-Flex custom built Fibre-Glass Cues. Precision molded one piece construction giving accuracy, indestructibility. Won't warp, shatter, snap. Fully guaranteed against faulty workmanship, defective materials, breakage in normal use for one year. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIgelow 8-3524-5).

FOR SALE — Bowling Champ, $25; College Daze, $25; Coronation, $75; Gypsy Queen, $200; Bright Lights, $49.50 ea.; Bright Spots, $69.50; Three Four Five's, $25 ea. WANT Triple Plays. NOBRO NOVELTY CO., 142 DORE ST., SAN FRANCISCO 3, CALIF. (Tel.: MArket 1-5438).

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE. JAMAICA 32, N. Y. Tel.: OLympic 8-4012, 4013.

FOR SALE — Hi-Speed Super Fast Shuffle Board wax. 24 one-pound cans per case, $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. Distributor for AMI, D. Gottlieb, ChiCoin, J. H. Keeney. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE — Slate Tops for Pool Tables; Fibre Glass Cue Sticks; "300" Shuffle Alleys with authentic scoring. Also factory reconditioned Shuffle Alleys, Income Producer. Tournament Kits; Guns; Arcade Equipment. Write for lowest prices. WEST SIDE DIST. CORP., 612 TENTH AVE., NEW YORK, N. Y.

FOR SALE—or trade for AMI 80 or 120 Wall Boxes: Genco Rifle Gallery; Genco Sky Rocket; Genco Sky Gunner; Williams Jet Fighter; Williams Crane (Used); Williams Sidewalk Engineer; Williams Relaxalator. Can also use AMI D-80s or E-80's. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. (Tel.: GL 6-6807)

FOR SALE — Used machines of all models, as is or shopped and ready for location. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: FOrest 5-3456).

FOR SALE — Reconditioned, Ready For Location. AMI: A, $95; C, $145; D-40, $195. Rock-Ola: 1436 (78 RPM), $225; (45 RPM), $275; 1446 Hi-Fi (Like New), $595. Wurlitzer: 1400, $225. Authorized Rock-Ola Distributor. J. ROSENFELD CO., 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. (Tel.: FOrest 7-6730).

FOR SALE — All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: Syracuse 75-1631).

FOR SALE—United and Chicago Coin Shuffles, 10th Frame and later models; Wurlitzer 1500's, 1400's, 1250's, 1015's; all type Bingos; Coon Hunt, as is or shopped. CANYON STATES DIST. CO., 301 E. 7th, TUCSON, ARIZONA. (Tel.: 3-8688).

FOR SALE—1 Exhibit Jet Gun, $75; 1 Exhibit Shooting Gallery, $125; 1 Exhibit Dale Gun, $45; 1 Exhibit Six Shooter, $50; 1 Bowling Team Bowler, New, $275; 2 Keeney Pool Tables, $95 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 8, IND. (Tel.: HArrison 3-4508).

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The 'Bible' of the Coin Machine Industry." Send your Check for $48 today plus your first 40-word ad to : THE CASH BOX, 26 W. 47th ST. NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Reconditioned, Ready for Location. AMI E120, $495; AMI D40, $245; Wurlitzer 1400, $285; Wurlitzer 1250, $165; AMI B, $165; Manhattan, $265; Nevada, $135; Gayety, $215; Tropicana, $165; Miami Beach, $375; Genco 2 Player Basketball, $225. ASSOCIATED AMUSEMENTS, INC., 8 RUGG RD., ALLSTON, MASS. (Tel.: STadium 2-4010).

FOR SALE—10 Miami Beach's, $230 ea. All have been shopped and are in A-1 condition. LEWIS & FOLLETT MUSIC CO., 180 SOUTH HOWARD ST., SPOKANE, WASH., (Tel.: MA 8585).

FOR SALE—Bowlers right from location: Bally Champion, $100; Bally Rocket, $150; Bally Jet, $160; United Royal, $50; United Chief, $65. Also New Keeney Coffee Machine, Write; Rock-Ola Corner Speakers, large lightup type, $12.50; Bally Space Ship, $175; Williams King O' Swat, $300; Williams All Star, $125. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. (Tel.: HEnderson 1-7577).

CLASSIFIED ADVERTISING SECTION

FOR SALE—30 Seeburg 100 Sel. Wall Boxes Painted and Chrome @ $49.50 ea. 30 Rock-Ola 120 Sel. Wall Boxes Painted @ $39.50 ea. SCIOTO NOVELTY, INC., 1909 EIGHTH ST., PORTSMOUTH, O. (Tel.: ELmwood 3-4179).

FOR SALE—Seeburg "C", $525; Seeburg "B", $395; Seeburg "A", $200; AMI E-120 Phonographs, $475; Wurlitzer 1800, $775. All the above machines are clean and ready for location. UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS (Tel.: HO 4-6111, 4-3504).

FOR SALE—Comco—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Limed Oak, Natural or Mahogany. Packed two to a carton, $11.95 ea. COVEN MUSIC CORP., 3181-3 ELSTON AVE., CHICAGO 18, ILL. (Tel.: Independence 3-2210).

FOR SALE—Lowest prices in the country. Thunderbolts, Lightnings, $199.50 ea; Hollywood Bowlers, $249.50; Chicago Coin Super Home Run, $179.50; Bingos and Pool Tables to trade for Kiddie Rides, Arcade Equipment or write your best cash offer. All equipment ready for location. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL. (Tel.: CAnal 6-0293).

FOR SALE—150 Silver King Vendors, 1c or 5c conversions for either chlorophyll or nuts. Make us an offer. We cannot operate in this state because of license. TRI-STATE AMUSEMENT CO., 149 18th ST., REAR, WHEELING, W. VA. (Tel.: WHeeling 649).

FOR SALE—Rock-Ola Comet, $525; Rock-Ola Hi Fi's, $595; Atlantic Citys, $40; Coney Islands, $30; Rock-Ola 1717 Steppers, $30; Wurlitzer Steppers, $10; AMI A's, $95; AMI B's, $145. H & H MUSIC AND DISRIBUTING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: MOline 4-6703).

FOR SALE — The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel.: WHeeling 5472).

FOR SALE—United Bowlers: Clover, $35; Chief, Fifth Avenue and League, $110 ea.; Team, Yankee and Flash, $135 ea.; Speedy, $185. WANT—Super Slugger and Jumbo. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY, N. Y.

FOR SALE — Ready for Locations. Beach Beauty, $365; Nite Club, $500; Variety, $145; Miami Beach, $245; Gaytime, $215; Manhattan, $175; Crosswords, $350; United Super Slugger Baseball, Write. NASTASI DISTRIBUTING CO., 912 POYDRAS, NEW ORLEANS 18, LA. (Tel.: MA 6386-7459).

FOR SALE—Beach Beauty, $360; Atlantic City, $40; Beach Club, $60; Big Time, $250; Dude Ranch, $65; Frolics, $60; Gay Time, $230; Gayety, $125; Palm Springs, $60; Yacht Club, $50; Palm Beach, $40; Coney Island, $30. SCIOTO NOVELTY, INC., 1909 EIGHTH ST., PORTSMOUTH, OHIO (Tel.: ELmwood 3-4179).

FOR SALE—Special. Bally: Broadways, $365; Beach Beauties, $339.50; Frolics, $55; Big Times, $250. Gottlieb: Jockey Clubs, $75. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA., (Tel.: CAnal 8318).

FOR SALE—Show Boats, $100 ea.; 2 New Gottlieb Pool Tables, $140 ea. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. (Tel.: MArket 1-3967).

FOR SALE—"The Cat Came Back" b/w "Stop Crackin' Peanuts". "New Wildwood Flower" b/w "Whispering Hope". "She Married The Wrong Wrong Man" b/w "Where The Idaho Potatoes Grow". "Dark As A Dungeon" b/w "My Own Sweet Darling Wife". CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N. J. (Tel.: PRescott 9-0182).

FOR SALE — Bingos. Hawaii, $150; Surf Club, $150; Spotlite, $35. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MO. (Tel.: CEntral 1-9292).

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—We have a large stock of reconditioned Five Balls, Shuffle Games and Bingo. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel.: MOntana 5000-1-2).

FOR SALE—Singapore, $60; Ice Frolics, $80; Beach Club, $50; Palm Springs, $40; Pixie, $350. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, O. (Tel.: Bridgeport 750).

FOR SALE—Millions of extra coins are taken from clean machines. "Clean Right With Lemonite"—F.A.B., New Orleans Novelty, Lynch & Zander, New Orleans, La., Use and Sell Lemonite. See your distributor or write for information. GRACO SALES CO., R.F.D. 1, BOX 403, ARLINGTON, TENN.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Close-out! Brand New "Booster Pools" and all makes electric Pool Tables. Make us an offer. Also Wurlitzer 1400's, 1500's and 1700's. No reasonable offer refused. RUNYON SALES CO., 593 TENTH AVE., NEW YORK, N. Y., or 221 FRELINGHUYSEN AVENUE, NEWARK, N. J.

FOR SALE — Like New. Wurlitzer 1800; $845; Wurlitzer 1700, $695; Wurlitzer 1650, $395; Wurlitzer 1400, $235; Automatic Score Counter for 22 foot shuffle board, never uncrated, $50. LEW JONES DISTRIBUTING CO., 1301 N. CAPITOL AVE., INDIANAPOLIS 2, IND. (Tel.: MElrose 5-1593).

FOR SALE — Bowlers in quantities. Bally — Victory, Champions. Blue Ribbons and Gold Medals. Keeney —Century, Speed Lanes. United—Clippers. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA, CHICAGO, ILL. (Tel.: ARmitage 6-0780-81).

FOR SALE—Bally Bingos from Atlantic City up. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO (Tel.: CH 3-8624 — CH 3-4005).

FOR SALE — Seeburg 100-B, $400; Seeburg 100-C, $500; Seeburg 100-R, $700; Wurlitzer 1800, $650; Wurlitzer 1900, write. SCIOTO NOVELTY, INC., 1909 EIGHTH ST., PORTSMOUTH, OHIO (Tel.: ELmwood 3-4179).

FOR SALE—Wurlitzer 1500's; Wurlitzer 1250's. Ready for location or "As Is". Write for low prices. YOUNG DISTRIBUTING, INC., 575 11th AVE., NEW YORK 36, N. Y. (Tel.: CHickering 4-5050).

FOR SALE—Complete line of used Bingos, Shuffle Alleys and Phonographs. Distributors for United and Williams games and AMI Phonographs. Write for jobber's prices. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS, MO. (Tel.: MAin 1-3511) or 2805 MAIN STREET, KANSAS CITY, MO. (Tel.: HArrison 4747).

FOR SALE—Parts and Supplies. Lowest prices. Fast Delivery. "One-Stop" parts headquarters for all games and jukes. Special—New Lite-up Bumper Pool Table Tops, Jumbo Bumpers with Electrical System, $39.95; Reconditioned Telequiz, $119.50. CHAMPION DISTRIBUTING CO., 3833 W. DIVISION ST., CHICAGO, ILL. (Tel.: ALbany 2-3272).

FOR SALE—Polyethylene Plastic Pool Game Covers, $3.95. (Protect Your Investment); Shuffle Alley Tournament Boards, $12.50; Gayetys cleaned and checked, $150. DONAN DISTRIBUTING CO., 5007 NORTH KEDZIE AVE., CHICAGO 25, ILL. (Tel.: JUniper 8-5211-12).

FOR SALE — High Luster, Chrome Plated Steel Pilasters for Seeburg Model "C". End expensive plastic breakage. Beautifies and modernizes your machine. Easy on-location installation. Only $24.50 per pair. MUSIC SALES COMPANY, 2929 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—5 Games, Inc. Hunter, $295; 2 Evans Saddle & Turf (Club Model), $195. Bally: Beauty, $75; Surf Club, $105; Miami Beach, $325; Crosswords, $385. United: Singapore, $95; Nevada, $95; Manhattan, $195; Triple Play, $235; Pixies, $335. MICKEY ANDERSON, 314-316 EAST 11th ST., ERIE, PA., (Tel.: 5-7549).

FOR SALE — Quintette, $60; Coney Island, $35; United Super Shuffle Alley 6 Player, $70; Wurlitzer Phono. #1015, $75; Model #1100, $100; Rock-Ola Phono #1422, $30. One third deposit, balance sight draft. GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, LA. (Tel.: TUlane 6729).

FOR SALE—Model 1438 120 Selection 45 RPM Rock-Ola "Comet" Phonographs, $465; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, $50; AMI Model E120, $425; Wurlitzer Wall Boxes: Model 3020, $7.50; Model 4820, $12.50; Model 4851, $15. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA. (Tel.: 84-3264).

FOR SALE—Large stock of Bingos, Shuffle Alleys, Pool Games; Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, Exhibit, Rock-Ola and Williams. Write for jobber's discount. DAN STEWART CO., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH (Tel.: DAvis 2-2473).

FOR SALE—Seeburg M100-A, $250; M100-C, $600; M100-G, $750; M100-W, $725; M100-R, $825; 3W1 Chrome, $67.50; Wurlitzer 1800, like new, $795; 1400, $225; 1250, $150; 1100, $85; AMI E-80, $450; D-80, $350. MUSICAL SALES, 2334 36 OLIVE, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Bally: Bull's Eye Gun, $295. United: Carnival, $245. Genco: Rifle Gallery, $200. Exhibit: Sportland, $195. Chi Coin: Bonus Score Bowler, $295; Arrow, $285; Thunderbolt, $275. United: Capitol, $295; Clipper, $275; Mars, $195; Ace, $150. UNIVERSITY COIN MACHINE EXCHANGE, 858 N. HIGH ST., COLUMBUS 8, OHIO. (Tel.: AXminster 4-3529).

CLASSIFIED ADVERTISING SECTION

FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $12; Fluorescent Lights pair $22.50; Adjusters $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUniper 8-1814).

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC. 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE — Wishing Well, $210; Duette, $225; Stage Coach, $170; Grand Slam, $65; Chinatown, $55; Shindig, $90; Mystic Marvel, $155; Green Pastures, $100; League Bowler, $95; Frolics, $40; Twin Bill, $175. STARK NOVELTY CO., 1813 FULTON RD., N., CANTON 9, O.

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists". For over 17 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "The BIBLE of the Coin Machines Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 Consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN'T LOSE!! Mail your check for $15 today to: THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.

FOR SALE — Inventory Clearance — Two Exhibit Front End Skill Score Pools at $99.50. 1 Telequiz, $90; 1 V 200 Seeburg, Write; 10 Regular Four-Side Pool Tables with lights at $79.50; 10 Regulars without lights, $69.50; 1 Carnival Gun, $195; 1 Wurlitzer 1250 on 45 RPM, $129.50; 1 Chicago Coin Automatic Front End Pool, $135; Used ABC Bowlers, Write. All equipment thoroughly reconditioned, ready for location. Wire $25 deposit per machine to: SHELDON SALES, INC., 881 MAIN ST., BUFFALO 3, N. Y. (Tel.: LIncoln 9106).

FOR SALE — Seeburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, $9 ea.; 1 Midget Movie, with reel, $55; 2 Coon Hunts, $95 ea. H. BETTI AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE — All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on ultra modern speaker and Baffle (8 inch speaker), $7.50. GATEWAY DISTRIBUTING CO., 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: DIckens 2-4620).

FOR SALE—or Trade for Kiddie Rides, Arcade Equipment or Music—5 Chicago Coin Bowling Team Shuffle Alley, like new. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN., (Tel.: CHapel 9-6556).

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., HOllywood 5-1702.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PErshing 3-7197) for genuine factory parts. Also extra clean 1436 Fireballs and other reconditioned phonographs priced right.

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone. 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: VErnon 5-7976).

NOTICE—Interested in dealership for penny, nickel machines guaranteed a 1000 a year. Interested in buying 1000 stands for penny machines. PENNSYLVANIA VENDING CORP., 1822 CARSON ST., PITTSBURGH 3, PA. (Tel.: HEmlock 1-9900).

THE CASH BOX

"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH — PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' *CLASSIFIED AD SECTION* AS "THE INDUSTRY'S MARKET PLACE."

WANT **FOR SALE** *CHECK OFF WHICH YOU DESIRE*

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cosh.

Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

FIRM_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

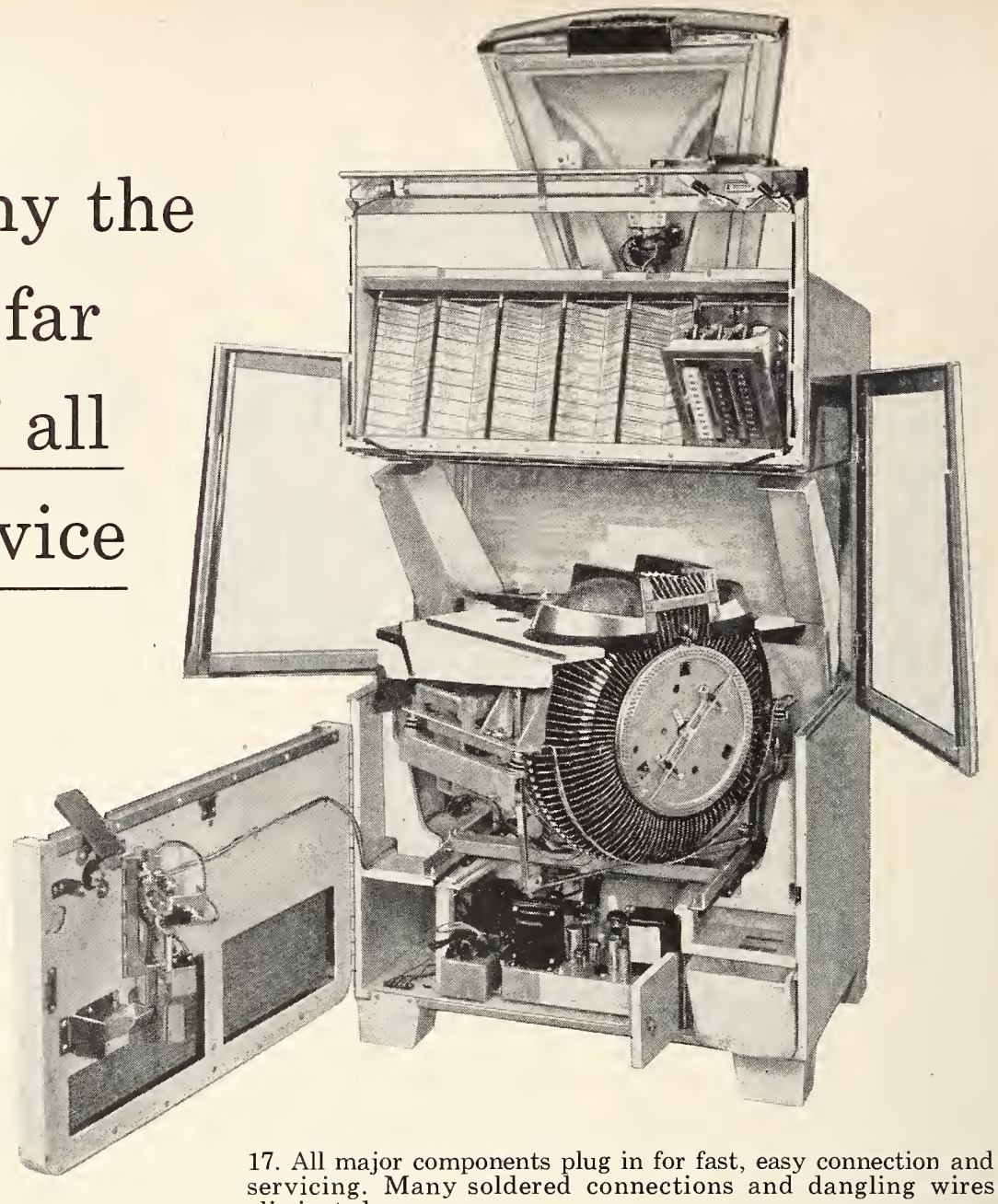
TELEPHONE NUMBER_____

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.

30 reasons why the "G-200" is by far the easiest of all juke boxes to service



1. Complete accessibility—top to bottom—inside to outside.

2. Many unitized parts permit swift replacement at locations, speedy repairs in the shop.

3. Elimination of all magnet banks with their hundreds of soldered connections and extensive wiring harness.

4. Only 4 relays in entire selection system and 1 in record changer speed action, and simplify circuits.

5. Wide use of heavy duty etched circuits simplifies switching in pulse generator and converter, with the added advantage of compactness.

6. Plainly seen, step-by-step precise mechanical motion lets operator see what's happening.

7. Only one solenoid for entire selection system.

8. Top-mounted horn and driver assembly swings up—locks in position for working ease.

9. Twin bass horn drivers easily accessible through concealed port in top of cabinet.

10. Title strip holders swing out and down for easy, fast filling away from machine if desired.

11. All title strip holders completely exposed by raising one panel of double-strength glass.

12. Hinged pushbutton and pulse generator assembly tilts forward and out . . . removable as a unit for transfer to work bench.

13. Large double front doors swing up or out—single lock gives access to title strips, record changer, amplifier, hinged slug rejector, etc., for complete front door servicing. No need to move box out from wall to get at back.

14. Entire record changer mounted on slides—glides all the way from cabinet, rotates a full circle and locks at any point for unrivaled ease of service.

15. Record magazine loads quickly and easily from top without exposure of entire record changer.

16. Front-mounted amplifier features all-around accessibility for speaker and mechanism connections and tube replacement.

17. All major components plug in for fast, easy connection and servicing. Many soldered connections and dangling wires eliminated.

18. Record rotor revolves at touch of front-mounted scan button for handy inspection and filling and for resetting popularity meter.

19. New record code on rack simplifies titling and insures record-loading accuracy.

20. All adjustments easily made—no alignment problem.

21. AC lights provided for servicing . . . front-located DC switch lets service man turn off power to pulse converter and mechanism and still have lights where needed.

22. Only one cable to record changer—six wires plus AC cord.

23. Scan button automatically cancels tripped selector pins to speed service.

24. Entire pulse converter removes in seconds as unit—simply unscrew two stud bolts. Protective cover slips off after loosening several screws . . . all working parts accessible.

25. Mechanical memory unit eliminates complicated wiring hookups and multiple voltage regulators.

26. Side windows swing wide for maximum accessibility—bolt from within for security.

27. All light tubes positioned for easy replacement.

28. Accessible, easily removed slug rejector mounts inside front door with two screws.

29. Extensive use of castings gives mechanical rigidity to withstand vibrations, abuse.

30. Mechanism is shock-mounted by combination rubber and spring suspension to isolate it from jars and shocks.

Truly . . . the juke box built for the operator—and the service man: And backed by AMI'S reputation for simple, rugged, dependable, trouble-free music systems since 1909.

15 reasons why the "G-200" is the operator's safest investment



Model "G"—200, 120 and 80 selections for more plays in less time

1. World's fastest record changer eliminates deadhead scanning—time for which nobody pays.

2. Instant, eye-level visibility of all 200 titles puts all your music on display—all of the time—for the kind of modern music merchandising that sells more selections in less time. Eliminates solo browsing at peak hours.

3. Easy to understand and operate selection system—positioned at right of title banks in the *natural* place to speed eye and hand movements—gets more buttons pushed faster.

4. Exclusive multi-horn high-fidelity meets location (and patron) demand for truly live-sounding musical entertainment.

5. Widest choice of color cabinets (8) in the industry.

6. Illuminated price-per-play panel and silhouetted coin chute gets the right coins on the way to your cash box faster.

7. Wait-and-select lights eliminate confusion.

8. Program classifications for almost every kind of music.

9. Completely modern styling takes you into more of the top locations—keeps you there longer.

10. Sturdy cabinetry that stands up under use and abuse.

11. Single or dual-price play—whatever suits you best—with the "G-200". Use all singles or combine singles and EP records at the same time—with extra-price play for the two-tune discs.

12. Variety in the price of play to suit your conditions—get patrons used to dime play. Set for 10c (or two nickels) or three plays for a quarter. There's even a 2-for-15c combination with the "G-200". Whatever pricing you want—you have.

13. Capture and hold the top locations with a full 200-selection program for immediate returns on your investment. Easy to convert to fewer selections later to extend the "G-200's" profitable life in secondary locations.

14. Security in the knowledge of AMI's long reputation for simple, easily serviced, dependable and trouble-free juke boxes.

15. Operators look to AMI for the very latest in money-making know-how. In addition to creating the first automatic selective juke box in 1927, AMI provided the first juke box to play both sides of 20 records . . . the first juke box color-keyed to location decor . . . the first multi-horn high-fidelity juke box—and now, in the "G-200", the one juke box that combines all the advantages needed for more profit—in all kinds of locations—under all conditions.

Get the "G" and get complete juke box earning power—complete security of investment!

AMI . . . *music that makes more money for you*

Originator of the automatic selective juke box in 1927
. . . ahead then . . . ahead now

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

• MEMBER • INSTITUTE OF HIGH FIDELITY MANUFACTURERS, INC •

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)



AMI

4*	Model A, '46, 40 Sel., 78 RPM	95.00	125.00
4.	Model B, '48, 40 Sel., 78 RPM	125.00	150.00
4.	Model C, '50, 40 Sel., 78 RPM	135.00	175.00
2*	Model D-40, '51, 40 Sel., 78 RPM	175.00	245.00
4*	Model D-80, '51, 80 Sel., 78 RPM	265.00	350.00
4.	Model E-40, '53, 40 Sel., 78 RPM	275.00	395.00
4.	Model E-80, '53, 80 Sel., 45 RPM	325.00	450.00
4*	Model E-120, '53, 120 Sel., 45 RPM	400.00	475.00
4.	Model F-80, '54, 80 Sel., 45 RPM	550.00	650.00
4.	Model F-120, '54, 120 Sel., 45 RPM	575.00	675.00
4.	Wm. Wall Box	10.00	12.00
4.	SM or SL Stepper	9.00	20.00

EVANS

4.	Mills Constellation, '47 Model 951, 40 Sel., 78 RPM	50.00	125.00
4.	Constellation, '49, Model 135, 40 Sel., 78 RPM.	79.50	150.00
4.	Juhilee, '52, Model 245, 40 Sel., 45 RPM	125.00	200.00
4.	Century, '52, Model 2045, 100 Sel., 45 RPM	225.00	300.00

ROCK-OLA

4.	1422, '46, 20 Sel., 78 RPM	25.00	75.00
4.	1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	30.00	70.00
4.	1426, '47, 20 Sel., 78 RPM	35.00	75.00
2.	1428, '48, Magic-Glo, 20 Sel., 78 RPM	45.00	80.00
2.	1432, '50, Rocket '50-'51, 50 Sel., 78 RPM	100.00	155.00
2.	1432, Same as above, Converted to 45 RPM	125.00	165.00
4.	1434, '51, Rocket '51-'52, 50 Sel., 78 RPM	135.00	225.00
4.	1434, Same as above, Converted to 45 RPM	145	250.00
4.	1436, '52, Fireball, 120 Sel., 45 RPM	195.00	275.00
4.	1436A, '53, Firehall, 120 Sel., 45 RPM	250.00	300.00
2*	1438, '54, Comet, 120 Sel., 45 RPM	445.00	525.00
4.	1146, '54, Hi-Fi, 120 Sel., 45 RPM	595.00	695.00

SEEBURG

4.	146S, '46, Standard, 20 Sel., 78 RPM	20.00	45.00
4.	146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	20.00	59.50
4.	147S, '47, Standard 20 Sel., 78 RPM	20.00	75.00
4.	147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	20.00	75.00
4.	148S, '48, Standard, 20 Sel., 78 RPM	20.00	95.00
4.	148M, '48, Master with Remote Attach., 20 Sel., 78 RPM	20.00	95.00
4.	148ML, '48, Light Cab., Master with Remote Attach., 20 Sel., 78 RPM	20.00	99.50
2*	M100A, '49, 100 Sel., 78 RPM	200.00	265.00
4*	M100B, '51, 100 Sel., 45 RPM	395.00	475.00
4.	M100BL. '51, 100 Sel., 45 RPM, Light Cab.	425.00	500.00
4*	M100C, '53, 100 Sel., 45 RPM	500.00	600.00
4.	HF 100G, '54, 100 Sel., RPM	625.00	750.00

← TOTAL NO. TOTAL VALUE →

THIS WEEK'S USED MACHINE QUOTATIONS

17th YEAR OF PUBLICATION

877th CONSECUTIVE WEEK'S ISSUE

How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Price Lists" can only feature the market prices as they are quoted. "The Price Lists" acts exactly the same as the market quotation hoard at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to he out of line. Some prices do not change for months. "The Price Lists," rather than show no price, retain the last known quotations for such equipment so that the suhscriher at least has the last known prices as a hasis to work with. Prices may he very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth hut $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must he taken into consideration. (Some equipment offered hy outstanding firms, having a reputation for shipping completely reconditioned machines, will he offered at higher prices than others, due to the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it is made and depends on the suhscriher to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Price Lists" should he read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games—and $25 to $30 on Phonographs.

C O D E

1. **Prices UP**
2. **Prices DOWN**
3. **Prices UP and DOWN**
4. **No change from Last Week**
5. **No quotations Last 2 to 4 Weeks**
6. **No quotations 4 Weeks or Longer**
7. **Machines Just Added**

* **Great Activity**

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price hrackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to ohtain these machines, the lahor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and lahor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these may even he higher due to the fact that many of the parts have to he made hy hand or contracted for at some machinist shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business, and it is impossihle to ohtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many huyers today have their own repair and reconditioning departments as well as experienced mechanics. These huyers will purchase machines "as is" at prices quoted hy the trade at large and recondition the machines themselves to meet their own operating standards.

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

PHONOGRAPHS (Cont.)

4.	HF 100R, '54, 100 Sel., 45 RPM	700.00	825.00
4.	W1-L56 Wall Box 5c	3.00	6.00
4.	3W2 Wall-a-Matic	3.00	7.00
4.	W4L-56	10.00	20.00
4.	3W5-L56 Wall Box, 5c, 10c, 25c	10.00	20.00
4.	W6L-56 5/10/25 Wireless	10.00	20.00
4.	3W7-L-56	10.00	30.00

WURLITZER

4.	1015, '46, 25 Sel., 78 RPM	35.00	75.00
2.	1080, '46, Colonial, 24 Sel., 78 RPM	45.00	95.00
4.	1080A, '48, Colonial, 24 Sel., 78 RPM	60.00	100.00
4.	1017, '46, Hideaway, 24 Sel., 78 RPM	50.00	100.00
4.	1100, '48, 24 Sel., 78 RPM	65.00	125.00
4*	1250, '50, 48 Sel., 78 RPM	95.00	165.00
4.	1250, '50, (Same as above) Converted to 45 RPM	125.00	175.00
1*	1400, '52, 48 Sel., 78 RPM	185.00	285.00
4.	1400, '52, (Same as above), Converted to 45 RPM	185.00	295.00
4.	1450 (Same as 1400 with leather)	185.00	295.00
2*	1500, '53, 104 Sel., 78 and 45 RPM Intermixed	199.50	299.50
4.	1500A, '53, 104 Sel., 78 & 45 RPM intermixed	275.00	350.00
4.	1650, '53, 48 Sel., 45 RPM	325.00	375.00
4.	1700, '54, 104 Sel., 45 RPM	495.00	695.00
4*	1800, '55, 104 Sel., 45 RPM	650.00	850.00
4.	2140 Wall Box	3.00	10.00
4.	3020 Wall Box	5.00	10.00
4.	3048 (Conv. of 3020)	10.00	20.00
4.	3031 Wall Box	2.95	5.00
4.	3045 Wall Box	4.00	20.00
4.	4820 Wall Box	12.50	25.00

← TOTAL NO. TOTAL VALUE →



Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ev) Evans; (Ge) Genco; (Got) Gottlieh; (Ke) Keeney; (Un) United; (Wm) Williams.

4.	ABC (Un 3/51)	25.00	65.00
4.	Across the Board (Un 9/52)	25.00	50.00
4.	All Star Basketball (Got 1/52)	20.00	35.00
6.	Aquacade (Un 4/49)	10.00	25.00
4.	Arabian Knights (Got 12/53)	100.00	160.00
4.	Arcade (Wm 11/51)	45.00	75.00
4.	Arizona (Un 4/50)	10.00	25.00
2.	Army-Navy (Wm 10/53)	45.00	90.00
4*	Atlantic City (B 5/42)	35.00	75.00
6.	Bahy Face (Un 12/48)	10.00	20.00
4.	Bank-A-Ball (Got 5/50)	15.00	25.00
4.	Baskethall (Got 10/49)	15.00	25.00
4*	Beach Beauty (B 10/55)	339.50	475.00
4*	Beach Club (B 2/53)	50.00	100.00
4*	Beauty (B 11/52)	45.00	85.00
4.	Be Bop (Ex 3/50)	10.00	20.00
1.	Big Ben (Wm 9/54)	100.00	150.00
4.	Big Hit (CC 7/52)	29.00	45.00
6.	Big Top (Ge 2/49)	10.00	20.00
4*	Big Time (B 1/55)	225.00	325.00
6.	Black Gold (Ge 3/49)	10.00	20.00
4.	Bolero (Un 12/51)	45.00	95.00
4.	Bomher (CC 3/51)	20.00	25.00
6.	Boston (Wm 5/49)	15.00	29.50
4.	Bowling Champ (Got 2/49)	15.00	25.00
4.	Bright Lights (B 5/51)	35.00	65.00
4.	Bright Spot (B 11/51)	45.00	75.00

← TOTAL NO. TOTAL VALUE →

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

4*	Broadway (B 12/55)	365.00	475.00
4.	Broadway (B6/51)	25.00	40.00
4.	Buffalo Bill (Got 5/50)	25.00	35.00
4.	Buttons & Bows (Got 3/49)	15.00	24.00
4.	Cabana (Un 3/53)	35.00	110.00
4.	Camel Caravan (Ge 6/49)	15.00	30.00
4.	Campus (Ex 2/50)	15.00	20.00
4.	Canasta (Ge 7/50)	25.00	34.50
7.	Caravan (Un 2/56)	365.00	469.50
4.	Caravan (Wm 6/52)	25.00	65.00
6.	Carolina (Un 3/49)	15.00	25.00
4.	Champion (B 12/49)	20.00	35.00
6.	Champion (CC 6/49)	15.00	20.00
4.	Chinatown (Got 10/52)	45.00	85.00
4.	Circus (Un 8/52)	35.00	95.00
4.	Citation (B 10/48)	15.00	35.00
4.	C.O.D. (Wm 9/53)	75.00	110.00
4.	College Daze (Got 849)	20.00	40.00
4.	Colors (Wm 11/54)	135.00	175.00
4*	Coney Island (B 9/51)	30.00	65.00
4.	Control Tower (Wm 3/51)	25.00	45.00
4.	Coronation (Got 11/52)	40.00	85.00
4.	County Fair (Un 9/51)	30.00	45.00
4.	Crossroads (Got 5/52)	45.00	95.00
4.	Crosswords (B 1/52)	350.00	400.00
4.	Cyclone (Got 5/51)	40.00	85.00
4.	Daffy Derby (Wm 8/54)	70.00	165.00
4.	Daisy May (Got 7/54)	145.00	180.00
4.	Dallas (Wm 2/49)	15.00	30.00
4.	Dealer "21" (Wm 2/54)	45.00	125.00
4.	Derby Day (Got 5/56)	269.50	295.00
4.	De Icer (Wm 11/49)	20.00	35.00
4.	Diamond Lill (Got 12/54)	145.00	175.00
4.	Disk Jockey (Wm 11/52)	45.00	80.00
4.	Domino (Wm 5/52)	35.00	60.00
4.	Double Action (Ge 1/52)	25.00	34.50
4.	Dbl. Feature (Got 12/50)	15.00	24.00
4.	Dbl. Shuffle (Got 6/49)	15.00	24.00
4.	Dragonette (Got 6/54)	125.00	165.00
4.	Dreamy (Wm 2/50)	20.00	40.00
4*	Dude Ranch (B 9/53)	55.00	110.00
2*	Duette (Got 4/55)	200.00	235.00
1.	Easy Aces (Got 12/55)	225.00	250.00
4.	Eight Ball (Wm 1/52)	40.00	65.00
4.	Fairway (Wm 6/53)	55.00	85.00
4.	Fighting Irish (CC 1150)	20.00	30.00
4.	Five Star (Univ 5/51)	30.00	65.00
6.	Floating Power (Ge 12/48)	10.00	20.00
4.	Flying High (Got 2/53)	50.00	95.00
4.	Flying Saucers (Ge 12/50)	15.00	30.00
6.	Football (CC 8/49)	10.00	25.00
4.	Four Bells (Got 10/54)	145.00	185.00
1.	Four Corners (Wm 12/52)	40.00	90.00
4.	Four Horsemen (Got 9/50)	25.00	55.00
4*	"400" Upright (Ge 10/52)	35.00	65.00
4.	Four Stars (Got 6/52)	50.00	95.00
4.	Freshie (Wm 9/49)	20.00	35.00
4*	Frolics (B 10/52)	40.00	90.00
4.	Frontiersman (Got 11/55)	225.00	245.00
4.	Futurity (B 3/51)	25.00	50.00
4*	Gay Time (B 6/55)	175.00	300.00
4*	Gayety (B 3/55)	95.00	195.00
1.	Georgia (Wm 7/50)	20.00	45.00
4.	Gin Rummy (Got 2/49)	20.00	35.00
1.	Gladiator (Got 1/56)	285.00	345.00
4.	Glamour (Got 7/51)	15.00	25.00
6.	Glider (Ge 8/49)	10.00	20.00
4.	Globe Trotter (Got 11/51)	30.00	70.00
4.	Golden Gloves (CC 7/49)	10.00	25.00
4.	Golden Nugget (Upright) (Ge 2/53)	35.00	75.00
4.	Gold Star (Got 8/54)	144.50	185.00
2.	Gondola (Ex 5/49)	10.00	19.00
2.	Grand Award (CC 1/49)	10.00	19.00
4.	Grand Champion (Wm 8/53)	70.00	125.00
4.	Grand Slam (Got 4/53)	40.00	110.00
6.	Grand Stand (B '50)	20.00	35.00
4*	Green Pastures (Got 1/54)	85.00	125.00
4.	Gun Club (Wm 11/53)	49.50	95.00
4.	Guys-Dolls (Got 5/53)	60.00	110.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

4.	Gypsy Queen (Got 2/55)	165.00	200.00
4.	Handicap (Wm 6/52)	45.00	95.00
4.	Happy Days (Got 7/52)	65.00	95.00
2.	Happy-Go-Lucky (Got 3/51)	25.00	40.00
4.	Harbor Lites (Got 2/56)	249.50	270.00
2.	Harvest Moon (Got 12/48)	10.00	20.00
4.	Harvest Time (Ge 9/50)	15.00	35.00
4.	Harvey (Wm 5/51)	15.00	35.00
4.	Havana (Un 2/54)	50.00	125.00
4.	Hawaii (Un 6/54)	65.00	150.00
4.	Hawaiian Beauty (Got 4/54)	125.00	160.00
4.	Hayburner (Wm 6/51)	30.00	85.00
4*	Hi-Fi (B 6/54)	50.00	120.00
4.	Hit Parade (CC 2/51)	10.00	19.00
4.	Hit & Runs (Ge 3/51)	15.00	25.00
4.	Hit 'N' Run (Got 4/52)	30.00	75.00
6.	Holiday (CC 12/48)	10.00	20.00
4.	Holiday (Ke 12/51)	35.00	55.00
4.	Hong Kong (Wm 9/51)	34.50	55.00
4.	Horsefeathers (Wm 1/52)	30.00	50.00
4.	Horse Shoe (Wm 12/51)	25.00	40.00
4.	Hot Rods (B '49)	20.00	50.00
4*	Ice-Frolics (B 1/54)	80.00	110.00
4.	Jalopy (Wm 8/51)	30.00	65.00
4.	Jeanie (Ex 6/50)	15.00	25.00
4.	Jockey Club (Got 4/54)	95.00	160.00
4.	Jockey Special (B 11/47)	15.00	45.00
2.	Joker (Got 11/50)	20.00	45.00
4.	Jolly Joker (Un 11/55)	100.00	150.00
1.	Jubilee (Got 5/55)	230.00	350.00
2.	Judy (Ex 7/50)	10.00	19.00
2.	Jumping Jacks (Upright) (Ge 12/52)	25.00	55.00
4.	Just 21 (Got 1/50)	10.00	25.00
2.	K.C. Jones (Got 11/49)	10.00	25.00
4.	King Arthur (Got 10/49)	20.00	35.00
2.	King Pin (CC 12/51)	30.00	55.00
2.	Knockout (Got 1/51)	20.00	45.00
4.	Lady Luck (Got 9/54)	99.50	185.00
4.	Lazy "Q" (Wm 2/54)	75.00	125.00
4.	Leaders (Un 10/51)	40.00	65.00
2.	Lite-A-Line (Ke 6/52)	40.00	65.00
4.	Long Beach (Wm 7/52)	39.50	75.00
4.	Lovely Lucy (Got 2/54)	110.00	155.00
4.	Lucky Inning (Wm 5/50)	20.00	45.00
4.	Lulu (Wm 12/54)	185.00	220.00
4.	Mad. Sq. Garden (Got 6/50)	30.00	50.00
6.	Magic (Ex 11/48)	10.00	19.00
4.	Majors '49 (CC 2/49)	10.00	20.00
4.	Majorettes (Wm 4/52)	25.00	45.00
4*	Manhattan (Un 4/55)	165.00	265.00
4.	Marathon (Got 10/55)	279.50	325.00
2.	Marble Queen (Got 8/53)	70.00	120.00
2.	Maryland (Wm 4/49)	10.00	20.00
2.	Mercury (Ge 3/50)	10.00	25.00
4.	Mermaid (Got 6/51)	20.00	35.00
4.	Mexico (Un 3/54)	65.00	125.00
2*	Miami Beach (B 9/55)	230.00	350.00
4.	Minstrel Man (Got 3/51)	20.00	40.00
6.	Moon Glow (Un 11/48)	10.00	19.00
4.	Mystic Marvel (Got 3/54)	130.00	160.00
4.	Nevada (Un 8/54)	65.00	135.00
4.	Niagara (Got 12/51)	40.00	55.00
4.	Nifty (Wm 12/50)	15.00	35.00
4.	Night Club (B 4/56)	500.00	550.00
4.	"9" Sisters (Wm 1/54)	40.00	110.00
4.	Oasis (Sx 10/50)	10.00	19.00
4.	Oklahoma (Un 5/49)	15.00	35.00
4.	Old Faithful (Got 12/49)	10.00	20.00
4.	Olympics (Wm 5/52)	40.00	60.00
2.	One Two Three Ge 10/48)	10.00	20.00
4.	Palisades (Wm 7/53)	50.00	90.00
4.	Palm Beach (B 7/52)	30.00	85.00
4*	Palm Springs (B 11/53)	40.00	125.00
4.	Paratrooper (Wm 8/52)	25.00	45.00
4.	Peter Pan (Wm 4/55)	135.00	175.00
4.	Pin Bowler (CC 6/50)	15.00	30.00
4.	Pinch Hitter (Un 5/49)	10.00	19.00
4.	Pinky (Wm 9/50)	20.00	30.00
2.	Pin Wheel (Got 11/53)	90.00	120.00
2*	Pixie (Un 10/55)	239.50	375.00
4.	Play Ball (CC 1/51)	20.00	30.00
4.	Playland (Ex 8/50)	10.00	19.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

6.	Playtime (Ex 8/49)	10.00	20.00
4.	Poker Face (Got 9/53)	95.00	125.00
6.	Puddin' Head (Ge 10/48)	10.00	19.00
2.	Punchy (CC 12/50)	10.00	19.00
2.	Quatrterback (Wm 10/49)	15.00	30.00
4.	Quartet (Got 2/52)	59.50	110.00
4.	Queen of Hearts (Got 12/52)	55.00	100.00
4.	Quintet (Got 3/53)	49.50	110.00
4.	Race the Clock (Wm 5/55)	195.00	225.00
2.	Rag Mop (Wm 10/50)	15.00	30.00
6.	Ramona (Un 2/49)	10.00	20.00
4.	Red Shoes (Un 11/50)	20.00	30.00
4.	Regatta (Wm 11/55)	195.00	215.00
4.	Rio (Un 11/53)	50.00	100.00
2.	Rip Snorter (Ge 10/49)	10.00	19.00
4.	Rocket (Ge 5/50)	20.00	35.00
4.	Rockettes (Got 8/50)	25.00	45.00
4.	Rodeo (Un 2/53)	39.50	125.00
4.	Rose Bowl (Got 10/51)	30.00	50.00
2.	Round Up (Got 11/48)	10.00	20.00
4.	St. Louis (Wm 2/49)	20.00	30.00
4.	Saddle and Turf (Ev 10/53)	165.00	250.00
2.	(Club Model)	185.00	260.00
2.	Saratoga (Wm 10/48)	20.00	40.00
2.	Scoreboard (Got 4/56)	345.00	400.00
4.	Screamo (Wm 4/54)	85.00	120.00
4.	Sea Jockeys (Wm 11/51)	25.00	50.00
2.	Select-A-Card (Got 4/50)	10.00	19.00
4.	Shantytown (Ex 10/49)	20.00	30.00
4.	Sharpshooter (Got 5/49)	10.00	30.00
4.	Shindig (Got 10/53)	90.00	130.00
2.	Shoo Shoo (Wm 2/51)	15.00	25.00
2.	Shoot the Moon (Wm 11/51)	20.00	50.00
2.	Show Boat (Un 1/49)	10.00	19.00
4.	Show Boat (Un 12/52)	70.00	135.00
4.	Smoke Signal (Wm 10/55)	159.50	189.50
4.	Silver Chest (Upright) (Ge 4/53)	59.00	110.00
4.	Silver Skates (Wm 2/53)	45.00	80.00
4.	Singapore (Un 10/54)	60.00	135.00
2.	Sky Pool (Got 8/52)	40.00	90.00
2.	Skyway (Wm 8/54)	110.00	145.00
4.	Slugfest (Wm 3/52)	35.00	50.00
4.	Sluggin' Champ (Got 4/55)	160.00	210.00
4.	Snafu (Wm 12/55)	225.00	239.50
6.	Snooks (Wm 6/51)	15.00	22.50
2.	Southern Belle (Got 6/55)	175.00	220.00
	South Pacific (Ge 2/50)	20.00	30.00
4.	Spark Plug (Wm 9/51)	25.00	50.00
6.	Speedway (Wm 9/48)	10.00	19.00
4.	Spitfire (Wm 2/55)	75.00	175.00
4.	Spot Bowler (Got 10/50)	25.00	35.00
4*	Spot-Lite (B 1/52)	35.00	75.00
4.	Sportsman (Ge 2/51)	10.00	19.00
4.	Sportsman (Wm 2/52)	25.00	35.00
4.	Springtime (Ge 3/52)	20.00	30.00
4.	Stage Coach (Got 11/54)	165.00	195.00
2*	Starlets (Un 12/55)	229.50	395.00
4.	Star Pool (Wm 10/54)	125.00	175.00
4.	Stars (Un 6/52)	45.00	60.00
4.	Starlite (Wm 3/53)	35.00	65.00
4.	Steeple Chase (Un 1/52)	25.00	65.00
4.	Stop & Go (Ge 3/51)	10.00	20.00
4.	Struggle Buggies (Wm 12/53)	70.00	120.00
6.	Summertime (Un 9/48)	15.00	24.00
2.	Sunshine Park (B 12/52)	25.00	60.00
4.	Super Hockey (CC 4/49)	20.00	30.00
4.	Super Jumbo (Got 10/54)	250.00	325.00
4*	Surf Club (B 3/54)	65.00	150.00
4.	Sweepstakes (Wm 1/52)	55.00	75.00
4.	Sweet Add-A-Line (Got 7/55)	170.00	220.00
4.	Sweetheart (Wm 5/50)	20.00	30.00
4*	Tahiti (Un 8/53)	50.00	100.00
4.	Tampico (Un 6/49)	10.00	25.00
4.	Telecard (Got 1/49)	20.00	30.00
4.	Thing (CC 2/51)	15.00	35.00
4.	Three Deuces (Wm 8/55)	215.00	230.00
2.	Three Feathers (Ge 5/49)	15.00	30.00
4.	Three Four Five (Un 6/51)	25.00	40.00
6.	Three Musketeers (Got 7/49)	15.00	25.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

PINBALL GAMES (Cont.)

6. Thrill (CC 9/48)	10.00	19.00
2. Thunderbird (Wm 5/54)	95.00	130.00
4. Times Square (Wm 4/53)	60.00	80.00
4. Touchdown (Un 1/52)	20.00	35.00
4. Tournament (Got 8/55)	245.00	275.00
4. Triple Play (Un 8/55)	225.00	300.00
4. Triplets (Got 7/50)	15.00	25.00
4. TriScore (Ge 1/51)	20.00	30.00
3. Tropicana (Un 1/55)	85.00	150.00
4. Tropics (Un 7/53)	50.00	90.00
6. Tucson (Wm 1/49)	10.00	20.00
6. Tumbleweed (Ex 8/49)	15.00	30.00
4. Turf King (B 6/50)	15.00	30.00
4. Twenty Grand (Wm 12/52)	35.00	65.00
4. Twin Bill (Got 1/55)	165.00	195.00
4. Utah (Un 7/49)	10.00	20.00
4* Variety (B 9/54)	119.50	185.00
2. Watch My Line (Got 9/51)	30.00	50.00
4. Whizz Kids (CC 3/52)	35.00	50.00
4. Wild West (Got 8/51)	25.00	55.00
2. Winner (Univ.)	20.00	40.00
2* Wishing Well (Got 9/55)	195.00	225.00
4. Wonderland (Wm 5/55)	160.00	190.00
4* Yacht Club (B 6/53)	45.00	85.00
4. Zingo (Un 10/51)	25.00	60.00

←TOTAL NO. TOTAL VALUE→



2. Bally Victory Bowler (5/54)	100.00	225.00
4. Bally Champion Bowler (5/54)	100.00	250.00
4. Bally Jet Bowler (8/54)	150.00	275.00
4. Bally Rocket Bowler (8/54)	150.00	275.00
4. Bally Mystic Bowler (12/54)	225.00	325.00
4. Bally Magic Bowler (12/54)	225.00	325.00
4. Bally Blue Ribbon (3/55)	275.00	360.0
4. Bally Gold Medal (3/55)	275.00	365.00
4. ChiCoin 6-Player (8/51)	35.00	80.00
4. CbiCoin 6-Player DeLuxe (5/52)	35.00	85.00
4. ChiCoin Match Bowler (6/52)	35.00	90.00
4. ChiCoin Bowl-A-Ball (10/52)	35.00	95.00
4. ChiCoin Match Bowl-A-Ball (11/52)	35.00	100.00
4. ChiCoin 10th Frame Special (12/52)	40.00	105.00
4. ChiCoin Name Bowler (1/53)	40.00	110.00
4. ChiCoin 10th Frame Double Score Bowler (2/53)	40.00	115.00
4. ChiCoin Crown (4/53)	45.00	120.00
4. ChiCoin Crown Giant Pins (4/53)	50.00	125.00
4. ChiCoin Triple Score (6/53)	50.00	130.00
4. ChiCoin Gold Cup (7/53)	50.00	135.00
4. ChiCoin High Speed Crown (7/53)	75.00	140.00
4. ChiCoin Higb Speed Triple Score (8/53)	75.00	145.00
2. ChiCoin Advance (10/53)	75.00	150.00
2. ChiCoin King (10/53)	75.00	155.00
2. ChiCoin Criss Cross Bowler (12/53)	65.00	160.00
2. ChiCoin Super Frame (3/54)	100.00	175.00
4. ChiCoin Starlite (5/54)	125.00	225.00
4. ChiCoin Feature (7/54)	125.00	225.00
2. ChiCoin Holiday (9/54)	145.00	250.00
4. ChiCoin Flash (10/54)	125.00	265.00
2. ChiCoin Playtime (10/54)	165.00	275.00
4. ChiCoin Fireball (11/54)	175.00	285.00
4. ChiCoin Thunderbolt (12/54)	185.00	295.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

SHUFFLES (Cont.)

2. ChiCoin Triple Strike (2/55)	225.00	330.00
4. ChiCoin Arrow (2/55)	225.00	335.00
4. ChiCoin Criss Cross Targette (1/55)	75.00	200.00
4. DeLuxe Model	100.00	225.00
4. ChiCoin Bonus Score (4/55)	240.00	325.00
4. ChiCoin Big League (5/55)	265.00	335.00
4. ChiCoin Hollywood (5/55)	249.50	340.00
2. ChiCoin Blinker (8/55)	325.00	365.00
2. ChiCoin Score-A-Line (9/55)	350.00	395.00
2. ChiCoin Bowling Team (10/55)	275.00	420.00
4. Exhibit Twin Rotation (5/52)	50.00	85.00
4. Genco Shuffle Target (7/51)	20.00	50.00
4. Genco 8-Player Rebound (9/51)	30.00	55.00
4. Genco Shuffle Pool (11/53)	25.00	85.00
4. Genco Match Pool (2/54)	50.00	100.00
4. Gottlieb Bowlette (3/50)	15.00	25.00
2. Keeney Super DeLuxe League (3/52)	40.00	85.00
2. Keeney High Score League (5/52)	40.00	90.00
2. Keeney Team (10/52)	40.00	95.00
2. Keeney Club (4/53)	40.00	100.00
4. Keeney Domino (5/53)	40.00	120.00
4. Keeney Carnival (5/53)	45.00	135.00
4. Keeney Pacemaker (9/53)	50.00	150.00
4. Keeney Mainliner Bowler (1/54)	65.00	185.00
4. Keeney Bonus Bowler (3/54)	75.00	195.00
4. Keeney Diamond Bowler (5/54)	125.00	200.00
4. Keeney Bikini (6/54)	150.00	210.00
4. Keeney Century (6/54)	175.00	225.00
4. Keeney American (9/54)	225.00	275.00
4. Keeney National (9/54)	230.00	280.00
4. Keeney Speedlane (4/55)	275.00	360.00
4. United 6-Player Super (3/52)	30.00	55.00
4. United 4-Player Official (5/52)	30.00	60.00
4. United 6-Player Star (7/52)	30.00	65.00
4. United 10th Frame Star (9/52)	40.00	70.00
4. United Manhattan 10th Frame (9/52)	35.00	75.00
4. United Manhattan (9/52)	40.00	80.00
4. United 10th Frame Super (10/52)	45.00	80.00
4* United Cascade (2/53)	35.00	85.00
4* United Clover (2/53)	35.00	85.00
6. United Liberty (2/53)	40.00	90.00
4. United Classic (6/53)	50.00	95.00
4. United Olympic (6/53)	50.00	100.00
4* United Royal (9/53)	50.00	100.00
4. United Imperial (9/53)	65.00	125.00
4. DeLuxe model	75.00	135.00
4* United Chief (11/53)	65.00	145.00
4. United Leader (11/53)	100.00	150.00
4. DeLuxe model	110.00	155.00
4. United Team (1/54)	100.00	160.00
4. DeLuxe model	125.00	165.00
4. United League (1/54)	95.00	175.00
4. DeLuxe model	120.00	180.00
2. United Ace (5/54)	125.00	185.00
2. DeLuxe model	135.00	190.00
2. United Rainbow (5/54)	99.50	200.00
2. United Banner (8/54)	155.00	210.00
2. DeLuxe model	165.00	220.00
4. United Shuffle Targette (8/54)	150.00	230.00
4. DeLuxe model	125.00	240.00
4* United Speedy	150.00	250.00
4. Un. 11th Frame (10/54)	125.00	260.00
4. DeLuxe model	165.00	265.00
4. United Comet Targette (11/54)	125.00	275.00
4. DeLuxe model	125.00	280.00
4. United Mercury (12/54)	150.00	280.00
4. DeLuxe model	155.00	290.00
4. United Mars (1/55)	125.00	300.00
4. DeLuxe model	165.00	300.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

SHUFFLES (Cont.)

4* Un. Lightning (2/55)	175.00	310.00
4. DeLuxe model	185.00	320.00
4. Un. Venus (3/55)	140.00	325.00
4. DeLuxe model	175.00	330.00
4. Un. Clipper (5/55)	210.00	340.00
4. DeLuxe model	215.00	345.00
4. Un. Derby Roll (5/55)	135.00	350.00
4. DeLuxe model	185.00	355.00
4. Un. 5th Inning (6/55)	185.00	375.00
4. DeLuxe model	195.00	380.00
4. Un. Capitol (6/55)	225.00	385.00
4. DeLuxe model	230.00	390.00

←TOTAL NO. TOTAL VALUE→



4. Bally Champion Horse	315.00	395.00
1. Bally Moon Ride	135.00	350.00
4* Bally Space Ship	175.00	325.00
4. Bally Speed Boat	325.00	375.00
4. Chicago Coin Super Jet	225.00	395.00
4. Decco Merry-Go-Round	245.00	375.00
2. Exhibit Big Bronco	239.50	375.00
4. Exhibit Mustang	350.00	450.00
4. Exhibit Space Patrol	175.00	295.00
4. Scientific Television	295.00	350.00

←TOTAL NO. TOTAL VALUE→



4. ABT 6 Gun Rifle Range	550.00	650.00
4. Boomerang	25.00	65.00
4. Bally Big Inning	65.00	150.00
4. Bally Heavy Hitter	35.00	60.00
4. Bally King Pin	20.00	35.00
4. Bally Rapid Fire	95.00	125.00
4. Bally Undersea Raider	64.50	125.00
4. Champion Hockey	60.00	125.00
4. ChiCoin Basketball Champ	100.00	195.00
4. ChiCoin 4-Player Derby	100.00	165.00
4. ChiCon Goalee	39.50	99.50
4. ChiCoin Hockey	55.00	75.00
4. ChiCoin Midget Skee	85.00	145.00
4. ChiCoin Pistol	35.00	99.50
4. ChiCoin Home Run, 6-Player (3/54)	100.00	200.00
4. Super model	125.00	249.50
4. Edelco Pool Table	20.00	75.00
4. Evans Bat-A-Score	65.00	89.50
4* Evans Bola Score	55.00	165.00
2. Evans Ski Roll	35.00	90.00
4. Evans Super Bomber	75.00	150.00
1. Evans Play Ball	65.00	85.00
2. Evans Ten Strike '46	20.00	50.00
4. Evans Tommy Gun	39.50	95.00
4* Exhibit Dale Gun	34.50	89.50
4. Exhibit Gun Patrol	75.00	125.00
4. Exhibit Jet Gun	75.00	145.00
4. Exhihit Space Gun	75.00	145.00
2. Exhibit Pony Express	85.00	130.00
4. Exhibit Silver Bullets	40.00	125.00
4. Exhibit Six Shooter	50.00	110.00
2. Exhibit Vitalizer	45.00	70.00
4. Exhibit Shooting Gall. (6/54)	75.00	150.00
4. Exbibit Star Shooting Gallery (9/54)	149.50	200.00
4* Exbibit Sportland Shooting Gallery (11/54)	175.00	250.00
2. Exhibit "500" Shooting Gallery (3/55)	250.00	300.00
4. Exhibit Treasure Cove Shooting Gallery (6/55)	350.00	400.00
2. Games, Inc. Hunter (1/56)	265.00	300.00
4* Genco Sky Gunner	75.00	150.00
4. Genco Night Fighter	75.00	125.00
4* Genco 2-Player Basketball	129.50	200.00

←TOTAL NO. TOTAL VALUE→

NUMBER OF EACH MACHINE OWNED
VALUE OF MACHINES HERE
(FOR INVENTORY PURPOSES ASCERTAIN VALUE BY FIGURE BETWEEN LOW AND HIGH PRICES)

ARCADE EQUIPMENT (Cont.)

	4* Genco Rifle Gal. (6/54)	150.00	225.00	
	4. Genco Big Top Rifle Gallery (6/54)	300.00	350.00	
	2. Genco Wild West Gun (2/55)	300.00	365.00	
	4. Genco Sky Rocket Rifle Gallery (5/55)	269.50	375.00	
	4. Genco Champion Baseball (9/55)	250.00	395.00	
	2* Genco Quarterback (10/55)	142.50	325.00	
	4. Jack Rabbit	50.00	95.00	
	4. Jungle Joe	49.50	65.00	
	4. Keeney Air Raider	65.00	120.00	
	2. Keeney Sub Gun	70.00	90.00	
	1. Keeney Texas Leaguer	25.00	50.00	
	4. Keeney Sportsman (11/54)	175.00	260.00	
	4. De Luxe model	185.00	270.00	
	4. Keeney Ranger (3/55)	250.00	285.00	
	2. Lite League	49.50	95.00	
	4. Mills Panoram Peek	165.00	275.00	
	6. Mills Conv. for Panoram Peek	**10.00**	**29.50**	
	2. Muto. Atomic Bomber	65.00	160.00	
	2. Mutos. Ace Bombers	95.00	180.00	
	4. Mutoscope Dr. Mobile (Prewar)	95.00	190.00	
	4. Mutos. Fly. Saucers	90.00	155.00	
	4. Mutos. Photo. (Pre-War)	150.00	240.00	
	2. Mutos. Photomatic DeLuxe	250.00	425.00	
	2. Mutoscope Silver Gloves	125.00	195.00	
	4* Mutoscope Sky Fighter	95.00	175.00	
	2. Mutos. Voice-O-Graph 35c	150.00	375.00	
	2. QT Pool Table	60.00	85.00	
	4. Quizzer	50.00	100.00	
	2. Rockola World Series	40.00	80.00	
	2. Scientific Baseball	20.00	50.00	
	2. Scientific Basketball	20.00	55.00	
	1. Scientific Batting Pr.	20.00	65.00	
	2. Scientific Pitch 'Em	50.00	165.00	
	4* Seeburg Bear Gun	75.00	150.00	
	4. Seeburg Chicken Sam	50.00	110.00	
	4. Seeburg Shoot the Chute	49.50	90.00	
	2* Seeburg Coon Hunt	95.00	170.00	
	2. Set Shot Basketball	150.00	275.00	
	4. Telequiz	75.00	125.00	
	2. Un. Team Hockey	30.00	50.00	
	4. Un. Jungle Gun	150.00	250.00	
	2. DeLuxe model	160.00	260.00	
	4. United Carnival Gun (10/54)	175.00	285.00	
	2. DeLuxe model	185.00	290.00	
	4. United Bonus Gun (1/55)	250.00	350.00	
	4. DeLuxe model	260.00	350.00	
	4. Un. Sidewalk Engineer (4/55)	165.00	200.00	
	2. Wilcox-Gay Recordio	50.00	100.00	
	2. Wms. All Stars (8/47)	35.00	70.00	
	2. Wms. Box Score (12/47)	39.50	70.00	
	2. Wms. Star Series (4/49)	29.50	75.00	
	4. Wms. Super World Series (4/51)	35.00	90.00	
	4. Wms, DeLuxe World Series (2/52)	40.00	95.00	
	4. Wms. DeLuxe Baseball (4/53)	95.00	150.00	
	4. Wms. Pennant Baseball (12/53)	120.00	165.00	
	4. Wms. Super Pennant Baseball (12/53)	135.00	175.00	
	4. Wms. Super Star Baseball (12/53)	135.00	185.00	
	2. Wms. Major League Baseball (2/54)	110.00	190.00	
	4. Wms. All Star Baseball (2/54)	125.00	195.00	
	4. Wms. Big League Baseball (3/54)	125.00	200.00	
	4. Wms. Jet Fighter (10/54)	175.00	235.00	
	2. Wms. Safari (2/55)	225.00	325.00	
	2. DeLuxe model	250.00	330.00	
	2. Wms. Polar Hunt (3/55)	295.00	360.00	
	2. Wms. King Of Swat (5/55)	300.00	375.00	
	4. Wurlitzer Skeeball	35.00	70.00	

←TOTAL NO. TOTAL VALUE→

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

AMI, INCORPORATED

No List Price Authorized for Publication

- "C-200" 200-sel. phonograph
- "C-120" 120-sel. phonograph
- "C- 80" 80-sel. phonograph
- "HS-200" Selective Hideaway
- "HS-120" Selective Hideaway
- "HS- 80" Selective Hideaway
- "HS-200" Continuous-play Hideaway
- "HC-120" Continnous-play Hideaway
- "HC-80" Continuous-play Hideaway
- "W-200" 200-selection Wall Box
- Bargrip Wallbox Bracket
- Recessed Ceiling Speaker
- Wall Speaker
- Corner Speaker

AUTO-PHOTO CO.

Studio Model "11"	$3,245.00

BALLY MFG. CO.

Parade	$785.00
Pin-Pool	
Standard (52" x 36" Model)	
(A) Without lights	300.00
(B) With light-up bumpers	315.00
(C) With neon lights	315.00
Senior (68" x 36" Model)	325.00
DeLuxe ABC Bowler (without Match Feature)	
Model A-110, 10c a play	760.00
Model A-325, 3 plays for 25c	780.00
Congress Bowler (with Match Feature)	
Model C-110, 10c a play	805.00
Model C-325, 3 plays for 25c	825.00
Bull's Eye Shooting Gallery	395.00
The Champion (With new-all-metal cabinet)	759.00

BERT LANE CO.

Tic-Tac-Toe Pool	$ 295.00
Triple Zero Pool	395.00
Fire Engine (Kiddie Ride)	795.00
Old Stutz Bearcat Car	

CHICAGO COIN MACHINE CO.

Rotation Pool	$ 275.00
Steam Shovel (Regular Model)	410.00
Steam Shovel (Replay Model)	425.00
Twin Hockey, Regular Model	455.00
Twin Hockey, Replay Model	470.00
Twin Hockey, 3-Way Match Play Model	490.00

EXHIBIT SUPPLY CO.

Slate Pool	$ 375.00
Spanish Pool	295.00

GENCO MFG. & SALES CO.

State Fair (Rifle Gallery)	$ 495.00
Hi-Fly (Baseball Game)	545.00

D. GOTTLIEB & CO.

Classy Bowler (Single Player, 5-Ball)	$ 407.50

INTERNATIONAL MUTOSCOPE CORP.

Rock 'n Roll	$ 149.50

J. H. KEENEY & CO.

Flicker Pool (4-Player, 4 Sides)	$ 375.00
Arcade Pool (1 or 2 Front Play)	375.00
DeLuxe Hot Coffee Vender	*Prices on Request*
DeLuxe Hot Coffee & Hot Chocolate Combo Vender	*Prices on Request*
Various Models of above	*Prices on Request*
Electric Cigarette Vender	284.50
Coin Changer Model	304.50

ROCK-OLA MFG. CORP.

No List Price Authorized for Publication

- Model 1450-Playmaster, 120 Sel.
- Model 1452, 50 Selections
- Model 1454, 120 Selections
- Model 1546 Chrome Wall Box, 120 Selections
- Model 1548, 50 Selection Wall Box
- 1615—Standard Speaker
- 1616—DeLuxe Speaker
- Model 1906, Remote Volume Control
- Model 1927, Remote Volume Control with Cancel Button

J. P. SEEBURG CORP.

No List Price Authorized for Publication

- V-200—Select-O-Matic "200" Phonograph
- V-3W-A—Wall-O-Matic "200"
- 100J—Select-O-Matic "100" Phonograph
- 3W-1—Wall-O-Matic "100"
- MRVC-2—Master Remote Volume Control
- HFCV2-8—High Fidelity Wall Speaker
- HFCV3-8—High Fidelity Corner Speaker
- HFCV1-12—High Fidelity Recessed Speaker
- PS6-1Z—Power Supply
- HFA1-L6—Power Amplifier

UNITED MFG. CO.

Monaco	$ 775.00
Select Play Shuffle Alley (Without Match Feature)	635.00
Select Play Shuffle Alley (With Match Feature)	695.00
Build Up Shuffle Alley (Without Match Feature)	
Single Chute	760.00
Double Chute	780.00
DeLuxe Build Up Shuffle Alley (With Match Feature)	
Single Chute	810.00
Double Chute	830.00
Star Slugger (Regular)	495.00
Star Slugger (Replay)	545.00
Regulation Shuffle Alley (without Match Feature)	
Single Chute	760.00
Double Chute	780.00
DeLuxe Regulation Shuffle Alley (with Match Feature)	
Single Chute	810.00
Double Chute	830.00

WILLIAMS MFG. CO.

De Luxe 4-Bagger (Baseball Game)	$ 545.00
Crane	425.00

THE RUDOLPH WURLITZER CO.

No List Price Authorized for Publication

- Model 2000, "Centennial", 200 Selections
- Model 1900, "Centennial", 104 Selections
- Model 5210, Wall Box, 200 Sel.
- Model 5207 Wall Box—104 Selection—3 Wire
- Model 5206 Wall Box—48 Selection—4 Wire
- Model 257 Stepper—104 Selection—3 Wire
- Model 253 Stepper—104 Selection—3 Wire
- Model 248 Stepper—48 Selection—4 Wire
- Model 5117 12" High Fidelity Wall Speaker
- Model 5116 8" High Fidelity Corner Speaker
- Model 5115 5" High Fidelity Corner Speaker

HOW MANY HALF DOLLARS IN YOUR CASH BOXES ?



LEADERSHIP is a habit with Wurlitzer. Here's the latest example . . . The Wurlitzer Centennial Model 2000 is the first phonograph ever to accept half dollars.

PLAYRAK, another Wurlitzer innovation, enables you to pre-set in seconds the number of plays per coin. Offers music lovers one tune for a dime and the play combinations of your choice for quarters and half dollars.

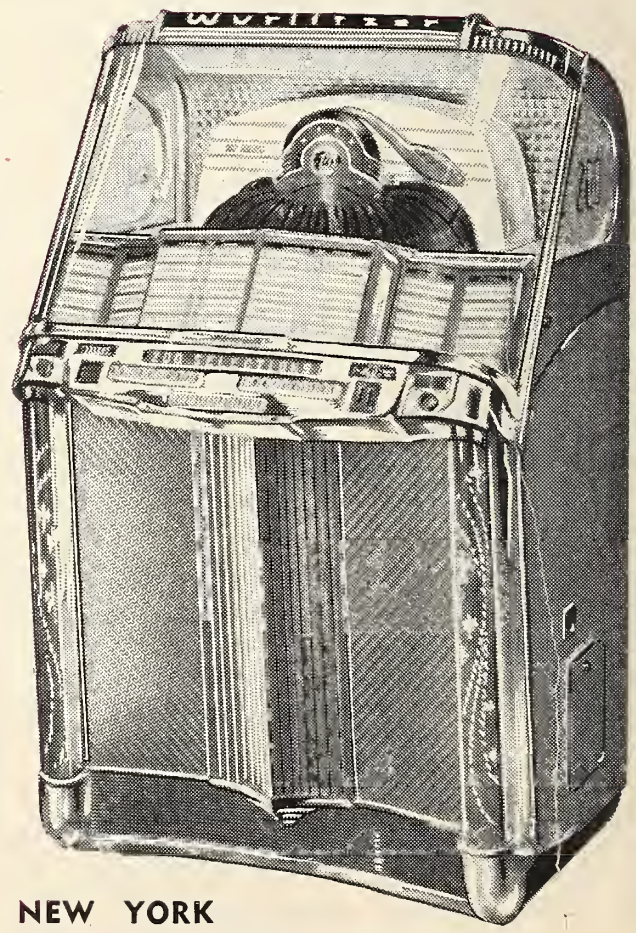
It's a phonograph that has proved its appeal to location patrons with the result that it is smashing all previous earning records.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

WURLITZER 1856-1956

WURLITZER *Centennial* MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

A Combination of 2 great American favorites

Pool and Bowling

ATTRACTS MORE PLAYERS

•

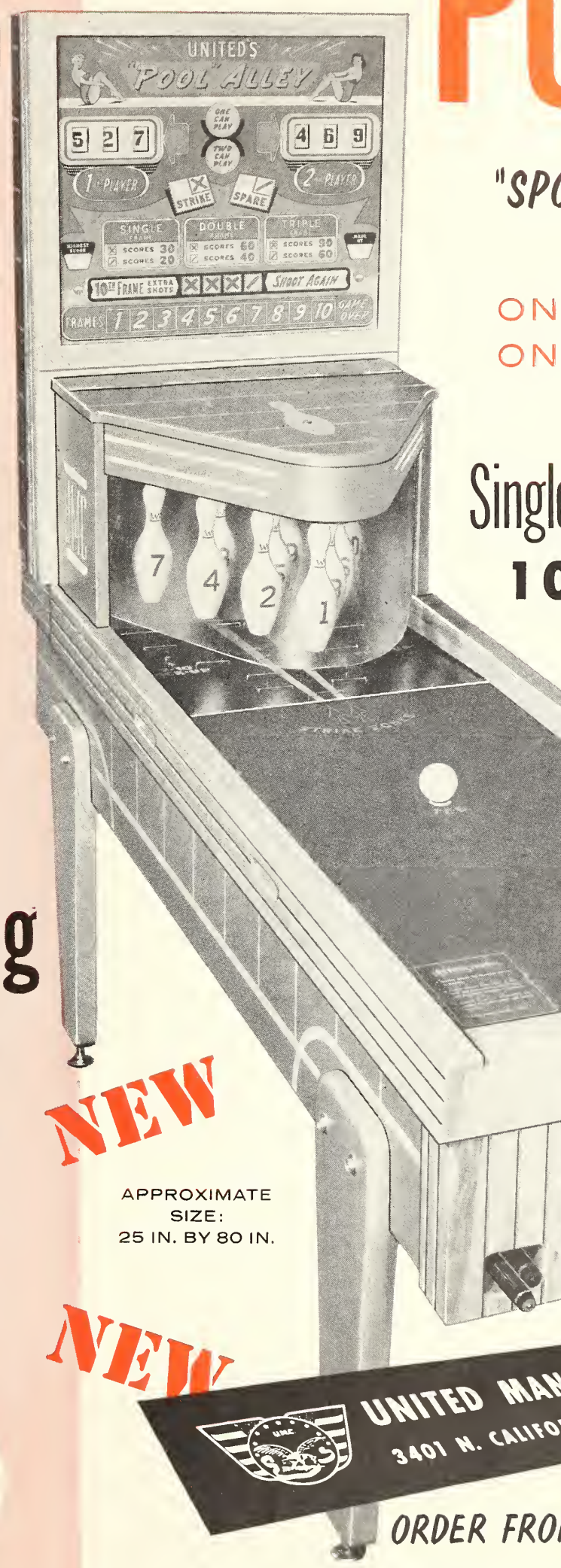
EARNS MORE MONEY

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

NEW

UNITED'S

Pool Alley



"SPOT" BALL HITS "TEE" BALL FOR SCORES

ONE OR TWO CAN PLAY

ONE OR TWO BALL PLAY

Attractive New

Single, Double, Triple Frame Scores

1 OR 2 SHOTS PER FRAME

10TH FRAME EXTRA SHOTS FEATURE

FRONT END PLAY

HINGED PIN-HOOD

HINGED PLAYFIELD

NEW

NEW

APPROXIMATE SIZE: 25 IN. BY 80 IN.

EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

NEW

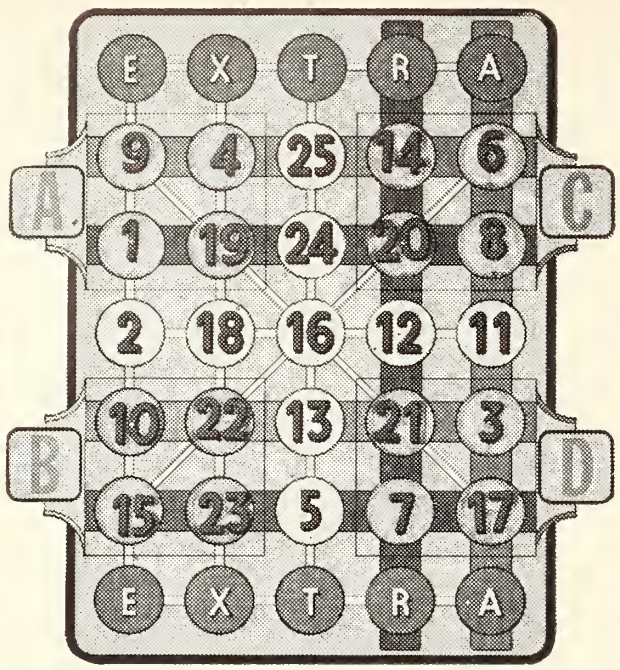
NEW

UNITED MANUFACTURING COMPANY

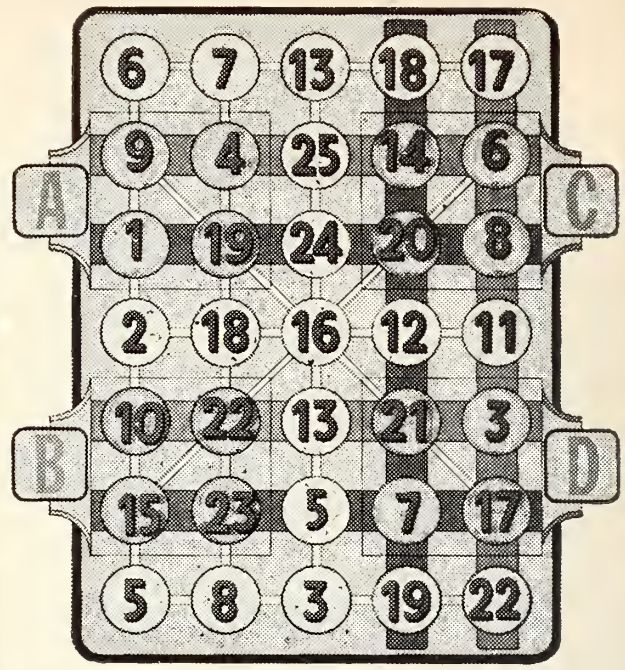
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL GAMES



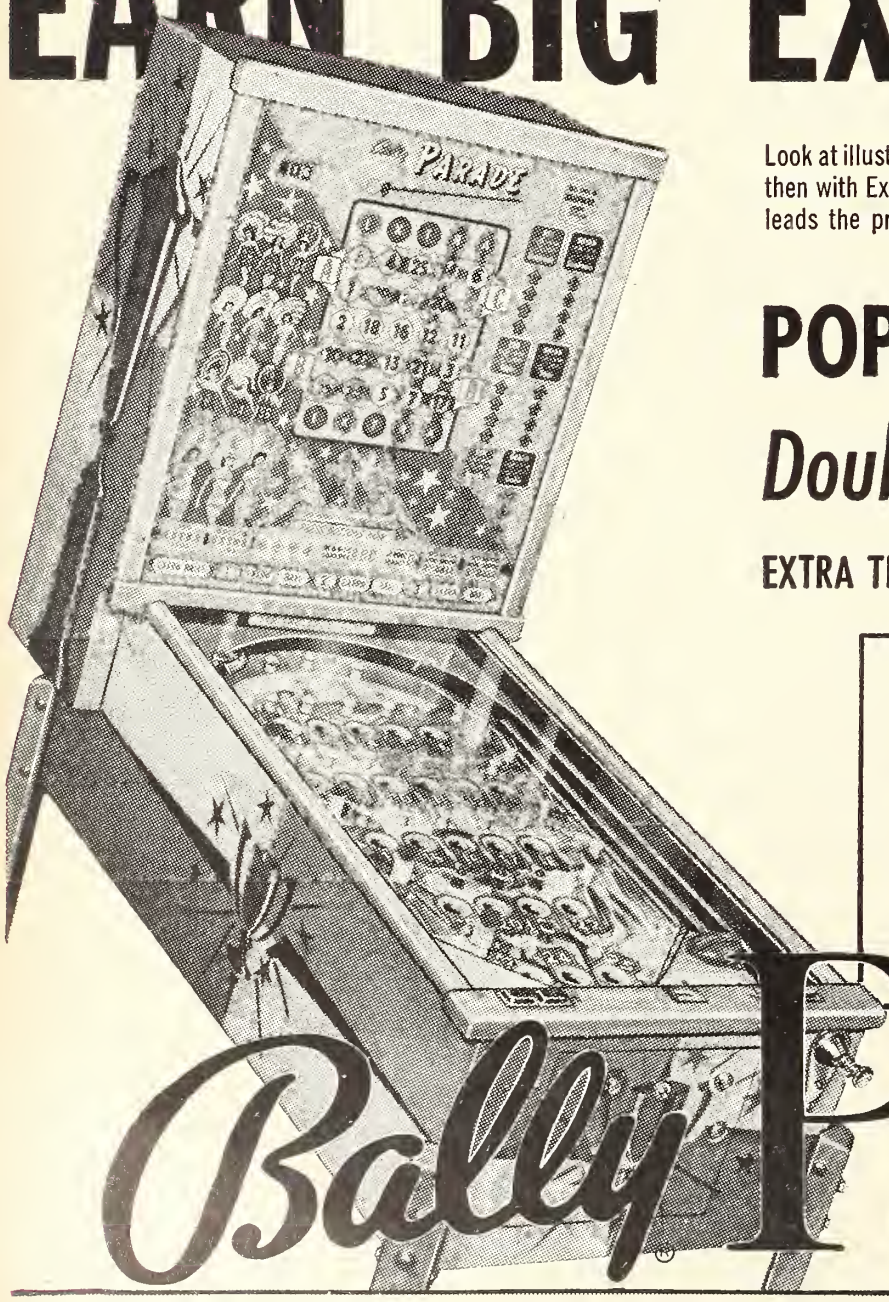
EXTRA LINES CLOSED



EXTRA LINES OPEN

Extra Lines

EARN BIG EXTRA PROFIT



Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHT-CLUB in sustained earning power.

POPULAR MAGIC SQUARES

Double, Triple, Quadruple Scores

EXTRA TIME • BALLYHOLE • ADVANCING SCORES • EXTRA BALLS

NOW AT YOUR *Bally*® DISTRIBUTOR

DE LUXE ABC BOWLER

DE LUXE CONGRESS BOWLER (Match) • PIN-POOL

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally Parade